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The Impact of Digital Advertising on the Marketing of Consumer Products for the company AB Vassilopoulos

Michael Kazantzis

SID: 3305180014

SCHOOL OF SCIENCE & TECHNOLOGY

A thesis submitted for the degree of

Master of Science (MSc) in e-Business and Digital Marketing

OCTOBER 2019

THESSALONIKI – GREECE

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Supervisor:	Dr. Christos Morris
Supervising Committee:	Assoc. Prof. Name Surname
Members:	Assist. Prof. Name Surname

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Abstract

This dissertation was written as a part of the MSc in e-Business & Digital Marketing at the International Hellenic University. The title of this dissertation is The Impact of Digital Advertising on the Marketing of Consumers Products for the company AB Vassilopoulos. Specifically this paper is separated in two parts, the first part is a literature review on what other researchers say about the impact of digital marketing and the implementation of new technologies in business and the second part is a statistical analysis of a questionnaire based research that aims to investigate the impact of digital advertising on the marketing of consumer products for the company AB Vassilopoulos.

At this point I would like to thank my supervising professor Dr. Christos Morris for guiding me through the procedure of conducting and completing such a dissertation among with all the knowledge he has passed on to me over the past few months. Finally I would like to thank all of my friends and colleagues who supported me in reaching this important personal milestone of delivering my MSc Dissertation on time and with the best possible results.

Michael Kazantzis

15 October 2019

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1. Introduction

1.1 Description of the Dissertation

Digital Marketing & Online Advertising is affecting our lives today more than ever. We are moving from an offline era to a new online digital era. After the third revolution the so called Industrial Revolution that was an important milestone in human history, the fourth revolution is here and we are part of it. The fourth revolution has to do with big data and the speed in which information travels nowadays. This revolution highly affects our lives and since business is a big part of our lives it also affects the way it is conducted. One of the aspects of business that is dramatically affected by this change is marketing. Therefore the purpose of this paper is to investigate the impact digital marketing and online advertising has on consumer behaviour and decision making.

More specifically this paper has two main chapters. The first chapter investigates what studies and other researchers say about the impact of digital marketing & online advertising on consumer behaviour and decision making among with the opportunities and the challenges that show up for companies in this new digital world. This first chapter consists of a literature review that was conducted using online libraries that will be mentioned later on in the process chapter and by scanning various published papers that investigated Digital Marketing, Online Consumer Behaviour and Online Purchasing.

The second chapter consists of a questionnaire based research that was conducted about the company AB Vassilopoulos and aims to statistically analyse all answers given in order to create a more clear image of the Perception, The Tendency and the Purchasing Behaviour of Consumers once exposed ton Online Advertising by this company. In order for this research to be conducted certain statistical analysis tools and methods were used that will be mentioned later on in the process chapter.

At this point I would like to thank all participants who joined in this survey and made this research possible since their answers have helped me produce some very interesting results that could help both other researchers and the executives of the company AB Vassilopoulos understand, interpret and monetise the impact digital marketing and online advertising has on consumer behaviour & decision making. Further more I would like to thank all of my friends and colleagues who supported me in reaching this important personal milestone of delivering my MSc Dissertation on time and with the best possible results.

Michael Kazantzis

28 November 2019

1.2 Information about AB Vassilopoulos

AB Vassilopoulos was founded in 1939 by the two brothers Gerasimos and Haralambos Vassilopoulos after they bought their first grocery shop in downtown Athens from the Panagopoulos family. A few years later they opened their second and larger this time shop once again in downtown Athens. In 1969 the company was reformed and named as it is named today Alfa-Beta Vassilopoulos and by 1970 it would count 9 store over all Athens. In 1991 it went public and was listed in the Athens Stock Exchange. At the early 00's after a few mergers and acquisitions with both Greek and Foreign companies, AB had 53 shops in 11 different cities in Greece. Since then AB Vassilopoulos has become one of the leaders in Greek Retail Grocery and although it started as a small grocery shop back in the 1930's it now consists one of the biggest Supermarket Chains in Greece.

Today the company AB Vassilopoulos celebrates 80 years of existence and what brought them here is hard work, innovation, high quality products, strategic thinking and risk. Now the next challenge the company has to face is the transition to the new digital era and the reality the fourth revolution has brought to the world. Therefore recently AB Vassilopoulos underwent through a Digital Transformation creating one of the first e-shops of Grocery Retailing the Click2Shop. Our Aim is to assist this innovative move and measure the impact the use of digital technologies such as digital marketing would have on the marketing of their consumer products.

2. Literature Review

2.1 Research Methodology

In this section you will be guided through the Research Methodology followed and you will be presented with information such as the Aim & Research Questions and the Research Process followed in order to conduct this research.

2.1.1 Aim & Research Questions

This paper consititutes of a literature review. This kind of paper tried to identify a certain kind of of subject. The aim of this paper is to investigate the impact of new technologies such as digital advertising on consumer & purchasing behaviour among with the opportunities and challenges that arise from implementing these new technologies. Thus the research questions were formulated as

RQ1: Which are the opportunities that arise from the implementation of new technologies such as digital marketing and their impact on consumer & purchasing behaviour?

RQ2: Which are the challenges that arise with the implementation of digital advertising tools/ strategies and techniques?

2.1.2 Research Process

The first thing I did in order for this research to be conducted was to define the research questions. In advance I have proceeded with identifying the search terms that should be used, and then the appropriate academic search engines were chosen. My objective was to have a vast variety of papers to examine and that is why I have chosen the ACM Digital Library, the IEEE Explore Digital Library, Science Direct and Springer Link as my search tools. The keywords that were used were "Digital Marketing", "Online Purchasing" and "Online Consumer Behaviour". In order for this research to yield a substantial but still manageable number of papers I have decided to pose a restriction on the year of publication, examining papers only after 2010 and until 2019.
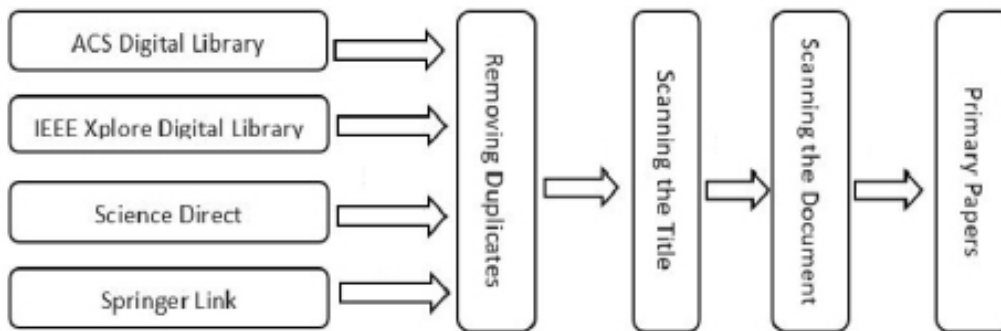
The initial search results provided were over 6000. After scanning the titles of all of them and separating the ones that could have useful information for this research the number of initial remaining titles was 244. Then I scanned the papers again rejecting the papers that contained only one of the three search terms and selecting the ones I considered are useful for this paper and once we also rejected all papers that were unavailable for download the final output came to 41 papers

2.2 Research Results

In this section you will be guided through the Results that occur from this research and you will be presented with information such as an introduction to the basic elements of digital marketing and the answers given for the first and the second research questions.

2.2.1 Introduction

In order for us to get a more clear image of this topic the basic terms used in this literature review among with the main elements that one must know in order to understand further will be analysed at first. Things like what digital marketing is, what are the main digital marketing tools used and some important definitions like that of purchase intention.

Digital Marketing a Short Definition

Marketing has always been in the centre of all business activities within an organisation. If marketing didn't exist companies would not be able to get sales and without sales there is no revenue meaning there is no company. Nowadays marketing has changed, it has evolved and with it business has changed also.

The way business has been conducted for many years is different over the past 15 years and since the appearance of search engines and social media this new evolution was called Digital Marketing. Since it's early years Digital Marketing has been considered as a powerful tool to establish high quality connection between consumers and companies and also provide immediate, inexpensive and ubiquitous services. Today and in order for companies to survive and expand Digital Marketing is essential for their operations. Modern companies should set up marketing strategies that include digital channels and must learn how take advantage of them in order to develop powerful connections with their customers across various digital platforms, tailoring a unique customer experience that will lead to an everlasting relationship between them.

Most of the times Digital Marketing is being referred to as the channel to advertise products and gain the consumer attention. The truth is that digital marketing might be described in simple words as that but it is also evolving in a fast pace. Digital Marketing is way more than that and the challenges its has to face ahead have to do with many more matters that we can think of. Digital Marketing is starting to become the core of any business since its is the way to communicate a company's values and interact with consumers through experiences and storytelling creating a perception in the mind of people that leads to value creation. In other words Digital Marketing is becoming the soul and the personality of every company and people tend to show positive feelings when they can empathise with an interesting personality.

The Three Pillars of Digital Marketing

There are three pillars that Digital marketing is based on. These three pillars consist of the foundation of Digital marketing and they are very important for any company to know if they are about to implement such technologies.

I. **Innovation:** The first pillar digital marketing is build on is innovation. Innovation and Digital Marketing are closely connected. Companies should keep informed about new technologies and new methods, constantly providing innovative solutions to their customers. A great example of innovation is the application o VR and AR technologies in contemporary digital marketing strategies that are starting to gain more and more advocates.

II. **Digitalisation:** The second pillar is digitalisation. As we previously said we are moving from an offline era to an online digital era in high speed. This means that companies should start digitalising their operations in order to provide fast, easy and high quality services to their customers. A great example of digitalisation is that of many services that used to be offline have been transformed to be online now, such as booking tickets for a concert.

III. **Marketing:** Of course one of the main three pillars of digital marketing is marketing in general. Since marketing inhibits in all of a companies operations it could be off this list. Digital Marketing and implementing in is quite important but if a company doesn't focus on Marketing and what it wants to achieve with it then there is a massive problem. In simple words if a company has the perfect knowledge of how to take advantage of digital marketing but doesn't have the right strategy or the right message to deliver then the results are not as expected and all that effort is useless.

Basic Elements of Digital Marketing

The high connection between new technologies and digital marketing is starting to reshape digital marketing as we know it in creating a more user-centered, more personalised, more interactive more measurable and ubiquitous service. Traditional marketing is starting to lose ground when compared with this powerful connection and companies should start adjusting to this new reality. There are a few basic elements companies should adopt in order take advantage of this dependancy between Digital Marketing and Technology that can lead to developing an interesting and productive way of unlocking new potential. Here is the presentation of these elements among with their explanations:

Branding: This is the way companies can create the perfect image for themselves and communicate the values and the elements of their brand they want to promote. Branding starts from the visual identity of a brand such as graphics, logo etc and expands to the messages the values and the elements that a company wants to showcase. Unquestionably digital marketing assists way more than any other channel in promoting this element.

Completeness: When we talk about completeness we think about the opportunity companies have to establish a higher quality relationship with their consumers. Completeness is the delivery of information using various links and channels in order for customers that are interested to find out more about a brand and it's services to do so in a fast and interactive way adding value in their mind for that specific company.

Usability: User experience and user interface are two terms that are closely connected with usability. Usability is the level of easiness a consumer faces when interacting with a brand. This might have to do with gaining information such as what the company does, to were that company

is located or even completing a transaction. Therefore usability is a very important element for companies that want to take advantage of digital marketing and new technologies, and the easier they make it for consumers the bigger results they can achieve.

Interactivity: As we said previously digital marketing and the way it is used is starting to affect consumers and their perception of a brand, product or service. We might say that interactivity is very important to establish strong relationships between companies and consumers since it builds up the personality element we talked about earlier and it helps consumers understand how companies treat certain matters.

Advertising: Advertising has always been considered an expensive way of promoting brand elements, products or services. Nowadays and with the implementation of digital marketing advertising has become an inexpensive way of promoting these things that has higher results and a more immediate way of communicating with consumers.

Connectivity: The main element of digital marketing that could be considered one of the most important ones is connectivity. Digital Marketing helps companies establish an on-going uninterrupted connection with their customers, being constantly present at anytime and anywhere.

Virality: This is the chance companies have to build great awareness. Virality is an element that used to exist in many traditional channels but now has evolved and developed in a much larger scale. The fact that users today can get exposed to viral content and share it immediately is a basic element of digital marketing and how it can promote brands, products and services.

Measurment: One of the most important elements of digital marketing that also consists of one of the most important advantages of it in comparison with traditional marketing is measurement. When applying digital marketing everything can be recorded and everything can be calculated. This means that companies can analyse results and understand in a more efficient and inexpensive way what their audience prefers and where they should focus on more.

Digital Marketing in Practice

Digital Marketing Plan: The first thing a company has to do when deciding to start implementing new digital technologies and digital marketing is create a digital marketing plan. The Digital Marketing Plan consists of the all actions, aspirations, targets & goals that must be set in order to achieve the desired outcome. In simple words a digital marketing plan is the recording of all accomplishments a company wants to achieve among with all the necessary steps that have to be followed in order to do so. More specifically a Digital Marketing Plan consists of:

The Digital Strategy & Goals Setting Process: Digital Strategy is the formal logic of a company's goals and aspirations that orients and organises people around it. It is logic engraved on rock and actions imprinted on paper. In simple words strategy consists of the planning that companies go through when they want to define what they want to do, where they want to do and how they are going to do it. For many years strategy has been the most important procedure for executives because it helps organisations clarify and focus when it comes to decision making what they should actually do but now it is beginning to be quite common among operations and departments such as Digital Marketing.

The Implementation Process: Once the strategy and goals have been set is time for the implementation process. The implementation process is the process through which companies turn what is written in paper in to actions. This is the most difficult part of a Digital Marketing Plan.

The Measurement & Evaluation Process: After the implementation process some data have been generated. As we said previously one of the most important elements of digital marketing and one the main differentiation factors it has in comparison with traditional marketing is measurement. Therefore once data has been generated companies gather this data, analyse it and evaluate it. Once the evaluation process is over it is time strategise again, set new goals and implement in order to achieve the new desirable outcomes.

Digital Marketing Tools

Search Engine Marketing (SEM): One of the most popular digital marketing tools is that of search engine marketing or SEM. This type of tool allows companies to bid on terms and queries consumers search for on search engines such as google, bing, yahoo etc. This digital marketing tool actually works like an auction where companies can bid to buy trending terms or relevant to their purpose queries in order to show up higher in the search page of these engines. The most famous tools of this category are Google Ads, Bing Ads etc.

Social Media: Social Media are also a popular digital marketing tool and as most of the people use it we can also understand its marketing purposes. Social Media can be used by companies to either promote values, the brand, products and services by posting content and grow organically or they can be used for advertising purposes. In simple words companies use social media to establish an online image even if they don't have a website but they can also take advantage of it by using them as an advertising tool. The most popular social media with high advertising reach are Facebook, Instagram, Twitter and nowadays LinkedIn.

Email Marketing: Back in the day when companies wanted to promote some offers or increase brand awareness they would mail their catalogue or their company profile to customers. Nowadays companies still do that but in a new way and that is email marketing. Electronic mail is

the new way companies approach either existing clientele or potential consumers. The way it works is simple, companies create lists with emails, segment their consumers and try to approach them according to the target group they belong in. They then send either single emails that contain offers either newsletters that have information about various things that have to do with the company.

Mobile Marketing: The world is turning mobile even more day by day. Therefore mobile marketing could not be left of this list of digital tools. Studies show that people use their mobile device more than ever and desktop devices are losing ground in this competition.

Retargeting & Remarketing: Two very important digital tools that are more terms than tools but can be applicable in all digital marketing tools are Retargeting & Remarketing. These two terms are quite oftenly mixed but their meaning in reality is different. In simple words Retargeting is when a company decides to focus it's strategies in an entirely different target group than the one it used to while Remarketing means to target the same group again and again. These two terms are very important from digital marketing and play a very big role in implementing successful such kind of technologies.

Consumer Behaviour & Purchase Intention

Consumer behaviour is what all marketers should study and understand quite well before launching a campaign to market a product or service. There are many criteria that can affect consumer behaviour such as the sellers reputation, the structural assurance, the willingness off the consumer to spend money, the trust a brand builds, the customers satisfaction from previous purchasing etc. The purchase intention of a consumer is part of his behavioural act. We can define purchase intention as something similar to decision making. Therefore we can say that purchase intention represents the will of a consumer to buy from a certain brand that translates to the possibility of him completing a transaction. In simple words the purchase intention can be interpreted as the attitude of a consumer towards a product or service. There are a few indicators that can be used to describe the nature of purchase intention and these are the following:

Transactional: This indicator can be described as the tendency a consumer has towards buying a product or service.

Refractive: This indicator can be described as the tendency a consumer has to consume products or services among with other consumers.

Preferential: This indicator can be described as the preference a consumer has in one brand more than another.

Explorative: This indicator can be described as the tendency of a consumer to conduct research in order to find more information about a product or service before purchasing.

Since we now have a more clear image about the nature of Digital Marketing and all its attributes we can safely proceed to answering the two research questions developed for the purposes of this research.

2.2.2 Research Question 1

RQ1: Which are the opportunities that arise from the implementation of new technologies such as digital marketing and their impact on consumer & purchasing behaviour?

Opportunities

Digital channels and marketing platforms present an unprecedented potential to businesses, who are willing to exploit their opportunities. It is evident that consumers require motivational efforts from a brand, such as authenticity, responsibility, engagement and being part of the brand, in order to remain loyal over time. Therefore, the impact of implementing online marketing techniques and strategies is vital for businesses in terms of gaining a competitive advantage and retaining customer satisfaction.

Brand Awareness

An extremely powerful ramification of online networks is the exposure they provide, as branded content is delivered to a vast amount of consumers, building brand awareness. Social media is a key component of brand awareness, as consumers come across to numerous brands by choice and intention. [10] Another source of brand awareness is the content posted by influencers. Influencers are individuals, who have a network of people trusting them, while being a credible and highly considered online world of mouth. Influencer marketing includes product placements, endorsements and promotional branded content via social media accounts. This marketing form provides a persuasive type of communication and is ideal for building credibility and authority for brands. [5] A strong point of a brand, in order to increase its brand awareness, is its corporate identity. Corporate identity is defined as the name, logo, colors and elements of a brand. The public reputation of a brand is a result of the overall impression in the mind of the consumer. This impression and perspective of a brand, plays a crucial role in a future buying decision making process. [6] In general, advertising and marketing affect the first stage of the consumer's path to purchase, as they establish the motivation and intention to purchase a product. While launching new products, brands invest in marketing, on the premise that would compensate for those expenses in the future purchases of the product. Those investments would be in vain, if the assurance of quality is low or if the new product does not receive the exposure needed in order to establish brand awareness. [1] Therefore, a satisfied customer is likely to share a positive

experience with others, whereas an unsatisfied customer will share his negative experience to others for sure.

Efficiency

Another substantial opportunity of online advertising and digital marketing for businesses is the delivered efficiency, in terms of monetary measurements and expenses. According to informal evidence, it is supported that digital content marketing is 62% less expensive than traditional marketing techniques and means of communication. At the same time, digital marketing is suggested to account for three times the sale leads that conventional marketing is generating. The reach of online advertising is far more extended compared to typical commercials and newspaper advertisements, whereas targeted and geolocation techniques apply to selected audiences, according to their interests and needs. Moreover, the digital content has the power of transforming into many formats and dimensions such as email marketing (also known as newsletters- both informative and interactive), 3d graphics, conferences, videos, downloadable pdfs as guides, streaming, viral contests, podcasts, blogs and webinars.[7] Taking everything into consideration, online platforms provide various ways for brands to publish and promote their content and products, at a lower cost, compared to traditional marketing channels.

Perceived Value and Trust

An opportunity that arises from the application of digital advertising tools to consumers, is the increase of the perceived value of a product as well as the establishment of trust between a brand and the consumers. As it is expected, through the customer experience, many psychological valuations exist. Consumers evaluate and access a brand through provided services or products and the value they gain through the purchase of a specific product or service. The customer satisfaction differs notably from brand loyalty. Customer satisfaction is defined as the perceived value gained through a transaction with a brand, whereas brand loyalty is related to a more sustainable relationship, between the brand and the consumer, through time. [2] Hence, the digital marketing content generated by businesses, is an endeavor to ameliorate the perceived value of consumers for the brand and its products. In order to achieve authentic value and trust, brands should focus on developing content in harmony with the target audience's preferences and unique needs. To do so, in depth knowledge of the audience, analysis of past behavior and qualitative communication with consumers is needed. [7] To sum up, consumers tend to compare and analyze brands with similar products or services, distinguishing the brand that offers the best perceived value and customer marketing orientation strategy. [10]

Memorability

Online marketing presents a tremendous advantage for brands to acquire memorability through repetition and placement of advertisements. The purchase funnel is a complex and multidimensional process. Consumers are highly influenced far before making a purchase. Thus, the importance of a primary stimuli of a brand is linked with brand memorability and leads to the desired outcome- the purchase.[1]   For this reason, businesses should carefully design the customer purchase experience and its path with distributed digital content that aims to deliver original concepts and campaigns that ensures relevant elements, while adding value to the consumer and his everyday life. An example would be educational content about the use of a product, its production or special components. Such actions would increase the acquisition of new customers and expand the retention rate of existing customers. [7]

Brand loyalty

Brand loyalty is considered to be an objective that all businesses value and aim for in their strategic planning. The digital world empowers the opportunity of building meaningful communication, while strengthening the bond between the brand and its audience. Even though there is not a clear and common characterization on the actual meaning of customer loyalty, it is considered to be defined as a customer who prefers one seller over other competitors in the same industry and is willing to dispose more money in order to acquire products of that specific brand. [5] In addition, marketing research findings confirm the psychological connection between customers and brands. Businesses need to strengthen the interpersonal bond with their consumers in order to be profitable in the long term and expand the lifetime span of a consumer. By enriching brand attachment with consumers, brands could forecast sales and purchase share, analyse trends and behaviors as well as measure the extent to which consumers communicate their preferences to a brand. The higher the brand attachment the more likely the engagement of a consumer online. [23] Brand loyalty could be forged through the launch of products to uncharted markets. The success of conquering new markets and establishing products to foreign consumers is highly linked to quality and value for money of a product. Quality, in terms of products or customer service, is a trait that distinguishes a brand among its competitors and forms loyal customers. Hence, if quality is assured and maintained through time, brand loyalty would be inevitable. [16] Brand loyalty is effortless to be built through digital platforms, as those channels offer flexibility and customization at low cost and should be integrated to the holistic marketing plan of businesses. [7] In order to evaluate the performance of the applied marketing tools to consumers' behavior, some measurements are widely used. Such metrics, which are commonly being used in the field of consumer behavior, are evaluating the frequency of the purchases made by a consumer, the volume of the purchased products, the retention rate as well as the conversion rate. In many cases, the satisfaction of a consumer is measured by the

likelihood of recommending a specific product of a brand to other people, such as friends and family. [5] Taking everything into consideration, the loyalty of customers consists of a competitive advantage for businesses, as it entails positive word of mouth and potential buyers, while forging long term profitability. [6]

Innovation

Technological advances in the digital arena, offer vast opportunities for brands, who are ready to invest in new technologies and introduce innovation to their industry. Businesses could diversify the consumer behavior experience by applying innovative marketing techniques. Such technique is considered to be the design strategy of gamification. Gamification, when linked to the online industry of retailing, proves to produce positive results in the sales funnel, as it promotes motivation and is functioning as a considerable means of persuasion. Though gamification applications, brand loyalty and customer engagement would be increased. [2] Since,

smartphones have become part of our daily routine, they prove to be an indispensable marketing tool for digital marketers and brands. A future trend would be the integration and resourceful exploitation of augmented reality (AR) to marketing strategy. Furthermore, other technologies such as Big Data, Bluetooth, GPS, Artificial Intelligence and interconnected devices could be used in order to deliver a message or a micro moment in an effective and timely manner to consumers. These localized and customized experiences would ensure customer engagement and brand loyalty through advanced online marketing techniques. [3, 4] Additionally, the integration of multisensory technologies to online customer experience would create a more engaging environment, filled with information and joy. In conclusion, the adoption of the previously mentioned new technologies would grant a competitive advantage to brands that dare to be pioneers, as they would offer enjoyable experiences to their customers and would have a positive impact on future purchases. [9]

Customer Engagement

Customer engagement and involvement with a brand is a vital opportunity of the online world for brands. In the article [15] is stated the fact that customer engagement derives from an evolved level of customer relationship marketing. Although, relationship marketing emphasizes the fulfillment of a transaction between a consumer and a customer service provider, customer engagement highlights the experience that the consumer endures and aims to foster emotional bonds. Social media platforms generate an online and direct means of communication, with interaction between companies and consumers. [15] The main advantage of those emerging channels, is the fact that are being used by consumers in an everyday basis and encourage exchange of opinions, comments and emotions. The existence of such actions, provides measurable results related to the users' preferences and engagement with the brand, as well as suggestions for improving products or services.[19] Customer engagement could be generated

through post uploads to social media in various formats (video, image, animated content) and visual representation, in the form of likes, shares or reposts. Such types of branded content, are shaping the consumer intentions and develop the need to buy and use a product. [15] As consumers engage with brands online, via social media channels, they share their experience with a product or service. By posting and sharing such content, their peers and followers are exposed to the same products or services, as ambassadors of a brand.[10] Opinions stated by familiar people tend to positively affect people's behavior in terms of trusting a company and purchasing already tested products. [6] Ultimately, through customer engagement, brands would achieve repurchases and maintain longer customer retention. [16] Customers should be seen as co-creators of a brand and be involved in the development and evolution of an organization with their knowledge and concern , as a fundamental part of its survival. [5]

2.2.3 Research Question 2

RQ2: Which are the challenges that arise with the implementation of digital advertising tools, strategies and techniques?

The implementation of new technologies in order to apply digital marketing hides many challenges for companies. Companies mostly face challenges when designing the move from offline to online advertising in order to successfully attract customers and motivate them to purchase from their brands. [4] This is what we are about to investigate here, therefore the challenges that occur from such moves by companies are the following:

Privacy

It is true that technology is a great opportunity for companies to thrive and expand. Technology assists companies in a way like no other seen before when it comes to customisation and innovation but there are some hidden consequences that might occur. One of the main consequences and hidden challenges is that of the dehumanisation of a company through illegal monitoring and violating consumer privacy. Companies, Executives and Marketeers are able to attract data from consumers based on their activity online such as shopping behaviour, purchasing behaviour and even acting behaviour on social media. Given the fact that all this data is recorded and stored in the form of cookies among with the fact that this is very sensitive data, companies should have a more moral approach towards this kind of matters. [4] Although this is a very important matter studies have shown that consumers are aware of the issues that occur that have to do with their personal data and they are also willing to compromise some of their privacy because they are also aware of the benefits the gain. Unquestionably though this kind of data is crucial information for companies and organisations since they can create behavioural patterns and understand their customers better in order to benefit from them. Therefore since both companies and consumers have benefits from these kind of issues the true bet for marketers is to propose strategies that mitigate consumers concerns about personal data and assist their brands into maintaining trust among their consumers about their digital practices and harnessing consumer data that is not so sensitive but more useful. [11]

Legal Framework

The privacy issue is one of the biggest issues modern society has to face. Since the first appearance of the internet, and once this powerful tool become an even more powerful tool for advertising and marketing data has been in the centre of talks. The reason why the legal framework is an important challenge for companies who want to implement new technologies and apply digital marketing techniques is because governments have started now to pass legislations that protect personal data in order to prevent any more breaches in privacy, but the reality at the moment is that every country has different laws and regulations and every legislation that passes through every parliament differs and although there are some similarities companies and consumers should be aware of their environment in order to protect their data. [22] Since this affects companies as much as it affects consumers and it is important for both to comply with this new reality here are some of the similarities that both should be aware of. At first when it comes to companies and organisations they are now obligated to gain full authorisation from consumers that must be prior to any exposure to advertising content. Moreover the messages delivered should clearly state the sender, the subject of the message and the ability to delete their data from any channel. Additionally when companies try to influence customers about offers and competitions all terms & conditions of participation should be clear and explicit in order for consumers to find at any time. Moreover in some countries when companies are about to expose consumers to an advertisement the word "advertisement" should be stated. Finally the legislation under which every company should operate is the one that is applied by the country they are based in and not in which the customer is based.

Knowledge Gap

Another very important challenge companies have to face when implementing new technologies in order apply digital marketing techniques has to do with the implementation of new software and the training of human resources on how to operate it. Companies must focus on bridging the gap between the new technologies implemented and the knowledge of the their personnel. Technology is here to assist organisations in delivering better products and services in a more fast, efficient and inexpensive for enterprises way. [12] Therefore when a company undergoes digital transformation in order to apply Digital Marketing techniques one of the main reasons it does it is to increase profitability. If new technologies are operated incorrectly by unskilled professionals it is quite possible that the results can be negative. [4] Surveys show that misuse of such operations can lead to a change in consumer attitude and purchasing behaviour negatively influencing firm reputations. So the challenge for companies and marketers is to start implementing this kind of technologies in a logical and smooth way in order to get only positive outcomes and not negative ones. This can happen if companies try to ease the transition from one phase to another while also training in the best possible way their human resources.

Organisational Barriers

The truth is that strategy is what drives companies forward and not just the implementation of new technologies and the transformation of what the company used to be like. In order for companies to survive, grow and thrive they should know were they want to go and what they want to achieve, and that is where strategy comes in. Another important challenge organisations and enterprises might face when trying to undergo such a transformation is that of organisational barriers. If companies do not include this process in their strategy and in their culture then various problems can occur. [5] The main problem that can occur is the complexity of the products and services and that is not helpful for either the companies nor the clients when it comes to purchasing. The reason why companies adopt new technologies is to create more by doing less, in simple words to make both their own and their customers life easier. In many cases organisational barriers such as difficulty to adapt to the new system because of internal laws and regulations or because of the perception of some executives can be a massive challenge and the biggest barrier is always the biggest asset of an enterprise and that is it's people. People tend to have negative attitude towards change, it is in human nature. That is were strategy and culture come in and have to solve this problem. Human Resources & Personnel must be aware that change is inevitable and that in order to grow you have to also follow the times. Therefore the best thing companies and executives can do is include this type of mentality in their strategy and in their culture so they can lower the barriers even more. [6]

Misinformation - Fake News

Another massive issue that modern companies have to face today is that of misinformation and fake news. The percentages of people receiving significant amounts of news from social media is constantly raising and the problem that occurs here is that no one can justify that the sources through which people get informed have truthfulness as their objective. Many websites and social media pages are intentionally designed to use fake news and misinformation in order to promote controversy and reach greater audiences that will eat the bait. In the case of enterprises and organisations many smaller companies use fake new and misinformation in order to gain a powerful headline near the one of their large competitors. This leads consumers to actually get deceived and click on their advertisement or link. Although what keeps bigger and trustworthy companies in their position is offering credible links and building brand trust, among with finding ways to treat this problem. The misinformation and fake news challenge is of major important for companies that want to grow and thrive in the digital world and therefore they should adapt by implementing technologies that can prevent their brand falling in such a trap and damaging it's image. [8]

Competition

One of the most common challenges companies have to face with the implementation of new technologies in order to apply digital marketing techniques is that of competition. Competition exists everywhere and in every new step a company takes. We are currently living in a market where competition is constantly growing and this has made many enterprises try to win more and more customers all the time among with trying to get back the customers they lost. In this race between companies to gain a bigger and bigger market share consumers are constantly bombarded by advertisements and new information. [12] This can lead companies who don't use these new technologies in the most efficient way to lose many clients and not be able to grow. Consumers will be exposed to the messages and advertisements only of the companies that target and take advantage of such tools in an optimised way and therefore observing competition and analysing competitors is very important for companies when they decide to undergo such transformations.

Sustainability

There is one more important challenge about companies and implementing new technologies and that is sustainability. Sustainability vastly relies on the relationship a company has with its customers and it can be considered as a vital factor for surviving competition and increasing profitability. [6] The truth is that most customers prefer to be in a meaningful and satisfying relationship with a company than simply being in a passive transaction relationship. Customers want to feel important, passionate, committed and recognised in order to be loyal. The reason why sustainability is a challenge for modern companies is because by implementing new technologies there are two outcomes that can occur about this matter. The positive outcome would be that one of the implementation being done in the right way promoting interaction between the brand and the customer and even leading to consumers sharing feedback on how some services or products should be developed. That would help consumers feel valuable and useful and turn them into loyal customers. After all if companies achieve to turn their customers into resources within their firm their purpose becomes dual because they act both as a source of income and as source of competence providing useful insights and knowledge adding value to an enterprise. On the other hand the negative outcome would be for customers to lose that feeling of uniqueness and usefulness that a company should provide to them and instead feel like they are being treated as data. This will lead to consumer dissatisfaction and no true relationship can be achieved which means that customers will "abandon the ship". [5] If customers start leaving the enterprise or the firm them profits will decrease and that is how sustainability will fail. Therefore executives and CEO's must take this matter seriously in mind and consider how the can use these new technologies and focus more on quality than quantity in order to create more meaningful relationships with their customers instead of just trying to approach customers in bulk. At the end of the day quality is what will help sustainability in the long term rather than the short term.

Online Pricing

The presence of digital networks, forums and reviews have led to transparency and publicity. As we have said previously one of the main challenges for companies and enterprises is sustainability and since the loyalty of customers and the repurchasing behaviour vastly affects it companies should focus on this. The are many factors that have to be taken in considerations as important for customers to when it comes to affect their purchasing intentions. Some of these factors are quality, satisfaction, trust in a brand etc but the most serious factor always was and always will be price. [6] Online pricing is one of the biggest challenges companies who undergo a digital transformation in order to invest in digital marketing face. Today customers have the ability to use "intelligent agents" in order to find the best prices of products or services all around the world and have them delivered in the lowest possible price with a click of a button right on the doorstep. Also they can find online reviews and comments by previous buyers through either on website sections, social media or even communities and this could have serious impact on their choice especially if the pricing is not right. The true challenge for marketers and executives is to achieve the best possible pricing in this new digital era. The biggest mistake companies do is raise the price on their products or services because they consider that they should split the costs of implementation but that is wrong. [12] Companies should not treat online pricing as they would in a physical store but instead they have to focus on being competitive online offering prices that seem attractive and that is one of the toughest challenges they have to face.

Absence of the Human Factor

New technologies and digital marketing have many great and positive aspects and can be very useful for society, business and many other matter but they also have negatives. The most important challenge for companies is that of the Absence of the Human Factor. Technology is moving forward and is evolving day by day, more and more procedures are getting automated and the need of humans to either operate or supervise these kind of procedures is getting eliminated This challenge has a double meaning since it is used to describe two different situations. The first situation is that of the human factor been lost in the relationship between customer and company but in the side of the customer. Marketers and companies tend to treat consumers like data more and more every day and that is not good for either one of them. [12] As we previously said consumers have the urge to feel useful to feel important and that is the feeling that companies must create to them. If they treat them like raw data sooner or later the relationship between them can be lost. The second situation is that of companies becoming humanness and not using any actual human resources. This can lead to customers thinking that they don't have any interaction with other humans and eventually under-grade companies in their mind. The true challenge for companies is these two cases is to keep the Human Factor in the centre of their operations. After all its not B2B, its not B2C but it is H2H, human to human.

3. Research

The aim of this chapter is to provide a clear image of all processes that were followed in order to integrate, undergo and finally complete the research that was conducted investigating the Impact of Digital Advertising on the Marketing of Consumer Products for the Company AB Vassilopoulos. Here you can find all necessary information about the Research Methodology used, the Research Feedback & Statistics provided by the participants, the Research Statistical Analysis and all the observations made once those data were recorded and analysed.

3.1 Research Methodology

In this section you will be guided through the Research Methodology followed and you will be presented with information such as the Aim & Research Questions, the Sample used, The Questionnaire provided, the Data Collection Process followed & the Tools of Analysis used.

3.1.1 Aim & Research Hypothesis

The main purpose of this research is to investigate the impact of Digital Advertising on the Marketing of Consumer Products for the Company AB Vassilopoulos. Therefore the Research Questions formulated were:

- **RQ1:** How do the three main variables of the questionnaire provided affect each other?

- **RQ2:** How do the Demographic Characteristics (Gender, Age Group & Education Level) affect the three main variables of the questionnaire provided?

3.1.2 Sample

The sample that was used in this research follows the rule of 50+8m, where m equals the number of the main variables used in the questionnaire provided. In this case our main variables were 6. Therefore in order for the sample to be adequate, the minimum amount of individual questionnaires completed should be 98. For the purposes of this research and in order to avoid statistical errors and mistakes as much as possible the amount of individual questionnaires completed and used were 130. What is quite significant about this sample though is that both

genders have participated almost equally, most participants belong to the age group of 25-34, and the education level is higher than usual, but more statistics will be provided further down.

3.1.3 Questionnaire

The purpose of the questionnaire provided was to gather and measure information about the participants demographic characteristics, their general perception of digital advertising and consumer behaviour, their individual stand on digital advertising and decision making, and finally the impact digital advertising would have on their behaviour shall they be exposed to an AB Vassilopoulos online advert. Therefore the questionnaire was separated in four different categories General Characteristics, General Perception of Digital Advertising & Consumer Behaviour, Individual Information of Digital Advertising & Decision Making and Individual Information on AB Vassilopoulos & Decision Making. The first category consists of three simple selection questions while the other three consist of 11, 9 and 9 questions accordingly that could be answered on a linear scale from 1-5, 1 meaning Strongly Disagree and 5 meaning Strongly Agree. The main categories that were created and the questions all participants were obligated to answer were formulated as shown here:

Category A: General Characteristics & Demographics

Questions:

A.1 What is your Gender?
A.2 What is your Age?
A.3 What is your Education Leven?

Answers:

A.1 Male, Female
A.2 18-24, 25-34, 35-44, 45-54, 55-64
A.3 High School Diploma, University Graduate - Bachelor's Degree, Postgraduate - Master's Degree, PHD - Post Doc, Other

Category B: General Perception of Digital Advertising & Consumer Behaviour

Questions:

B.1 I believe online advertising raises interest in brands, products & services.

B.2 I believe online advertising raises brand, product & service awareness.

B.3 I believe online advertising makes customers trust a company more than they usually would.

B.4 I believe online advertising that promotes a special offer or sales (ex. -20%) makes consumers more interested than usual to search a company, product or service.

B.5 I believe online advertising is more effective than other media (ex. TV, Radio etc).

B.6 I believe online advertising makes brands, products & services more memorable adding value to them.

B.7 I believe social media are important in order to make your brand, products & services well known.

B.8 I believe online advertising helps companies increase their sales, revenue, market share & profitability.

B.9 I believe that Popular Content (ex. A Facebook Post with many likes) increases positive feelings about a brand.

B.10 I believe that consumers prefer more watching adverts online than in other media (ex TV, Radio etc).

B.11 I believe that consumers are concerned about protecting their personal data.

Answers:

All answers were given on a linear scale from 1-5, 1 meaning Strongly Disagree and 5 meaning Strongly Agree.

Category C: Individual Information on Digital Advertising & Decision Making

Questions:

C.1 When i see an online advert of a company i am more interested than usual to search that brand, product, service online.

C.2 When i see an online advert of a company i feel more motivated than usual to actually buy a product or service from that company.

C.3 When i see an online advert of a company i trust the brand, product or service more than i usually would

C.4 When i see an online advert of a company that promotes a special offer or sales (ex -20%) i am more interested than usual to search that company, product, or service online.

C.5 When I see an online advert of a company it is more likely for me to purchase a product or service than if I saw an advert on another media (ex TV, Radio etc)

C.6 When I see an online advert I tend to remember the company, product or service more than usual.

C.7 When i see an online advert that has many reactions (ex many likes, many shares) I feel more positive about that brand.

C.8 I prefer watching adverts online than watching adverts on other media (ex TV, Radio etc).

C.9 When I see an online advert online I am concerned about protecting my personal data.

Answers:

All answers were given on a linear scale from 1-5, 1 meaning Strongly Disagree and 5 meaning Strongly Agree.

Category D: Individual Information on AB Vassilopoulos & Decision Making

Questions:

D.1 If I saw an online advert of AB Vassilopoulos I would be more interested than usual to search more about it.

D.2 If I saw an online advert of AB Vassilopoulos I would feel more motivated than actually to buy one of their products.

D.3 If I saw an online advert of AB Vassilopoulos I would feel that I trust this brand more than usual

D.4 If I saw an online advert of AB Vassilopoulos that promotes a special offer or sales (ex -20%) I would be more interested than usual to search more about it.

D.5 If I saw an online advert of AB Vassilopoulos I would be more interested in buying one of their products than I would if I saw it on another media (ex. TV, Radio etc)

D.6 If I saw an online advert of AB Vassilopoulos I would remember the brand, product or service more than I usually would.

D.7 If I saw an online advert of AB Vassilopoulos that had many reactions (ex many likes, many shares) I would feel more positive about this brand.

D.8 I would prefer watching online adverts of AB Vassilopoulos more than watching adverts on other media (ex TV, Radio etc)

D.9 If I saw an online advert of AB Vassilopoulos I would be concerned about protecting my personal data.

Answers:

All answers were given on a linear scale from 1-5, 1 meaning Strongly Disagree and 5 meaning Strongly Agree.

3.1.4 Data Collection Process

In order to gather all information required the questionnaire was provided online using Google Forms. All participants were given a specific link in order to join the survey and were advised about the qualifications they should meet in order to participate, such as being fluent with English, being exposed to the Internet daily, and that all answers should be filled in order to submit. Finally all participants were informed that their answers would be anonymously collected and would be only used for the purposes of this research according to the European Data Protection Regulations.

3.1.5 Tools Of Analysis

The Tool used for entering, analysing & measuring the data provided by all questionnaire participants was the IBM SPSS Statistics Data Editor, one of the most famous tools used for statistical analysis all over the world. Moreover in order to successfully conduct the inductive statistics research and further analyse the two main research questions the tests used were the parametric T-Test, the non-parametric One-Way ANOVA, the non-parametric Kruskal-Wallis test and the Pearson Test.

3.2 Research Results

In this section you will be guided through the Research Results such as the Feedback & Statistics provided and all answers recorded in each one of the four main categories by all participants who joined this survey.

3.2.1 Research Feedback & Statistics

Here we will analyse all answers given by all individuals who participated in this survey. The purpose of this section is to present & explain in a simple way the statistics that occurred in each one of the four categories in order for you to create a more clear image of how this data was formed.

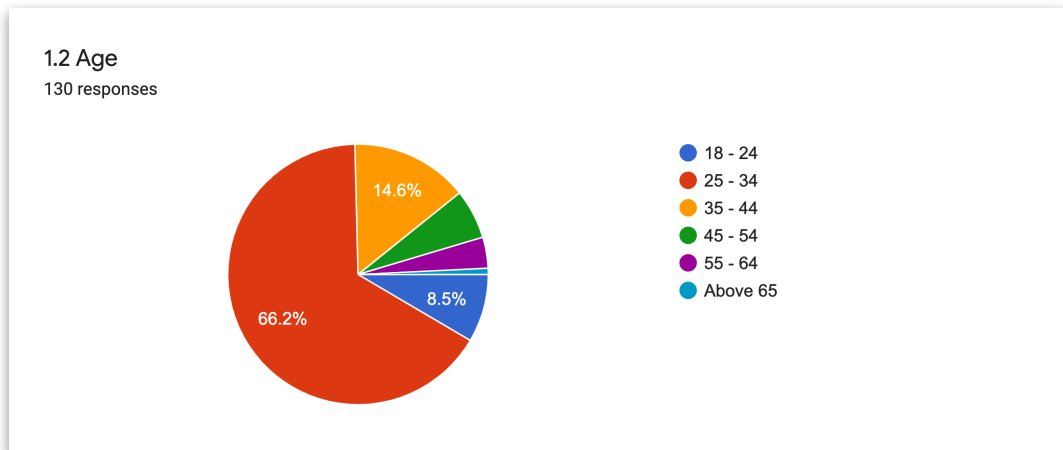# 3.2.2 Category A: General Characteristics Results

A.1 Gender

Chart 1
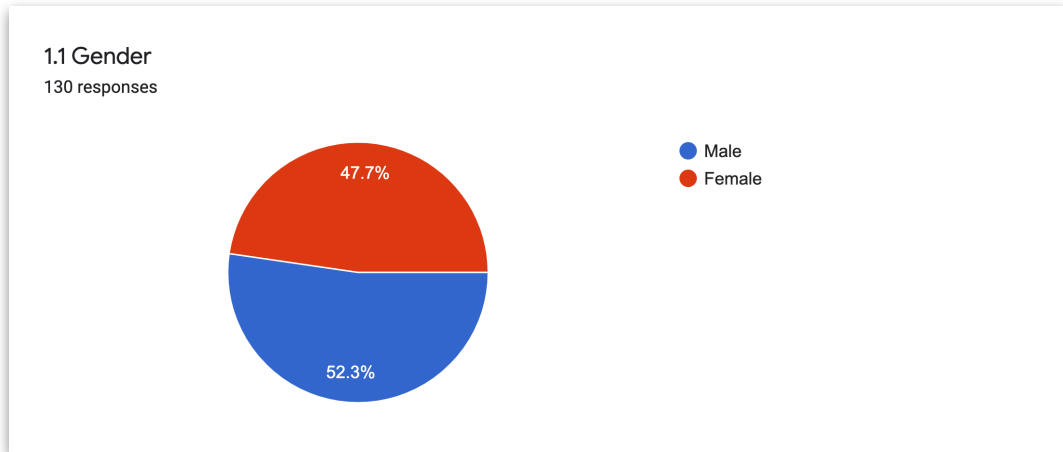
A.1 Observation: Out of 130 people who took part in this survey, 62 were female (47,7%) and 68 were male (52.3%). This means that both Genders have participated almost equally which is a really good start for our research.

A.2 Age

Chart 2

A.2 Observation: In order to identify the Age of each participant six age groups were developed. What we see here is that most of the participants belong to the 25-34 age group and the 35-44 with the 18-24 age groups following. This means that most of the people that joined this survey are quite young and thus we will consider that as an important manner when it comes to analysing the data.

In simple numbers:

18-24 // 11 people // 8.5%.   25-34 // 86 people // 66.2%

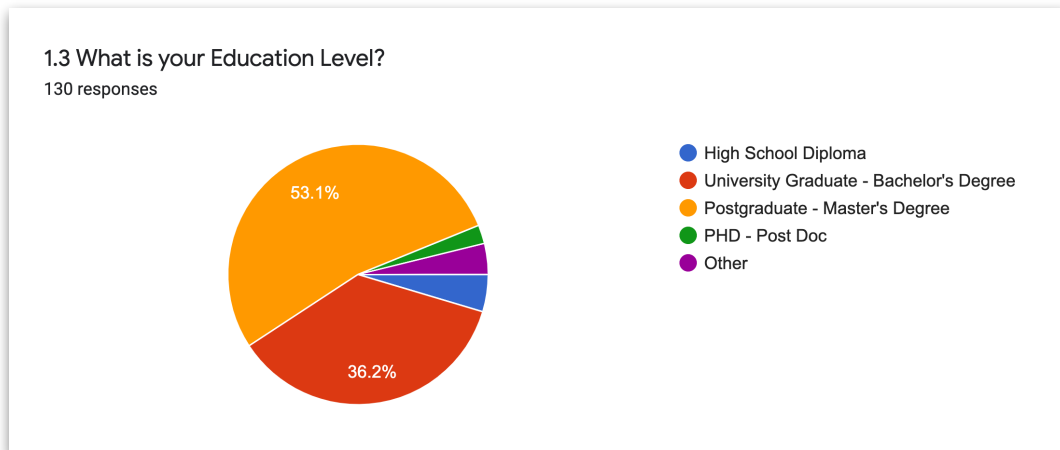35-44 // 19 people // 14.6%   45-45 // 8 people // 6.2%

55-64 // 5 people // 3.8%   Above 65 // 1 person // 0.8%

A.3 Education Level

Chart 3

A.3 Observation: In order to identify the Education Level of each participant four groups were developed. What we see here is that most of the participants belong to the Postgraduate - Master's Degree group and the University Graduate - Bachelor's Degree with the High School Diploma groups following. This means that most of the people that joined this survey are quite well educated and more that usual and thus we will consider that as an important manner when it comes to analysing the data.

In simple numbers:

High School Diploma // 6 people // 4.6%

University Graduate - Bachelor's Degree // 47 people // 36.2%

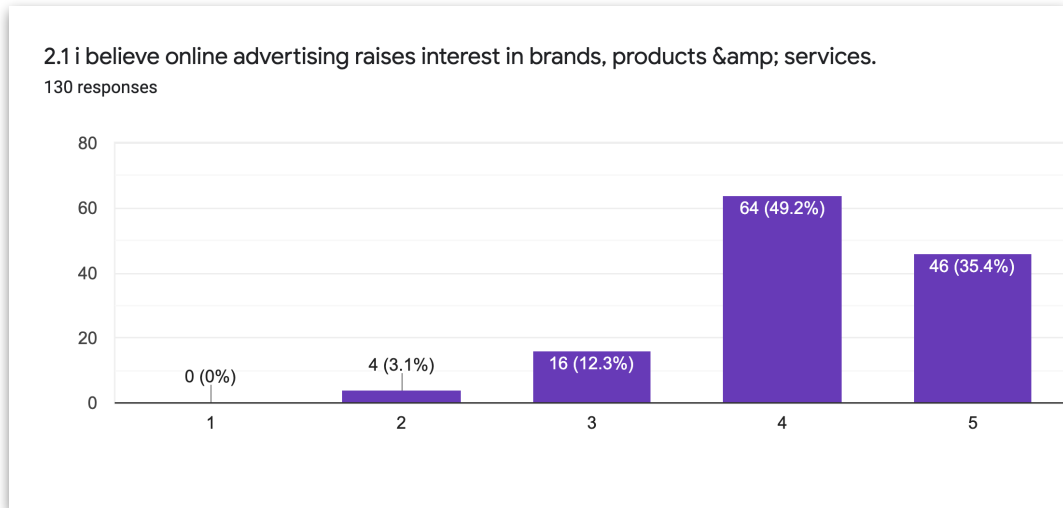Postgraduate - Master's Degree // 69 people // 53.1%

PHD - Post Doc // 3 people // 2.3%

Other // 5 people // 3.8%

3.2.3 Category B: General Perception of Digital Advertising & Consumer Behaviour Results

B.1 Brand, Product & Service Interest

Chart 4

2.1 i believe online advertising raises interest in brands, products & services.
130 responses

B.1 Observation: what we can observe here is that most of the participants agree and strongly agree that online advertising raises interest in brands, products & services, a small percentage is neutral and an even smaller percentage disagrees

B.2 Brand, Product & Service Awareness

Chart 5

2.2 i believe online advertising raises brand, product & service awareness.
130 responses
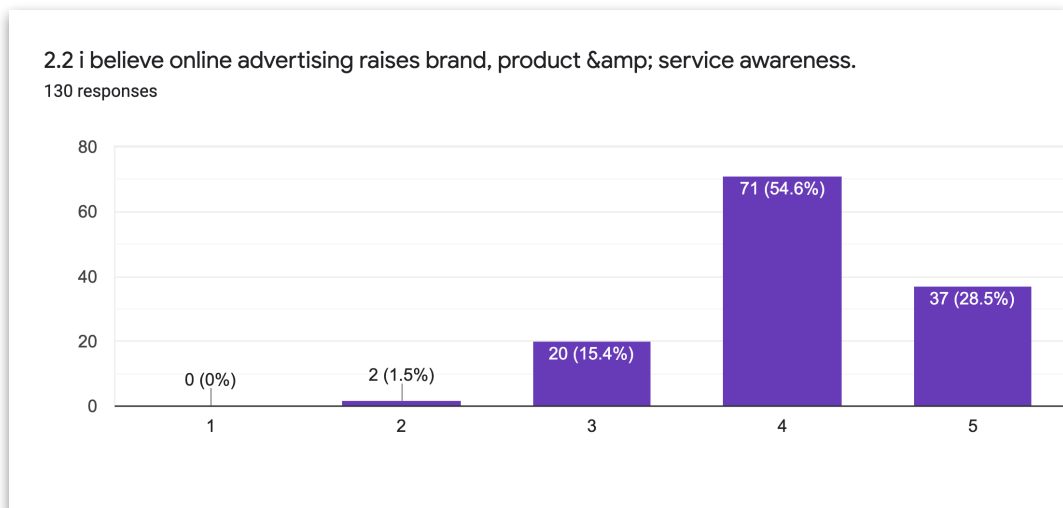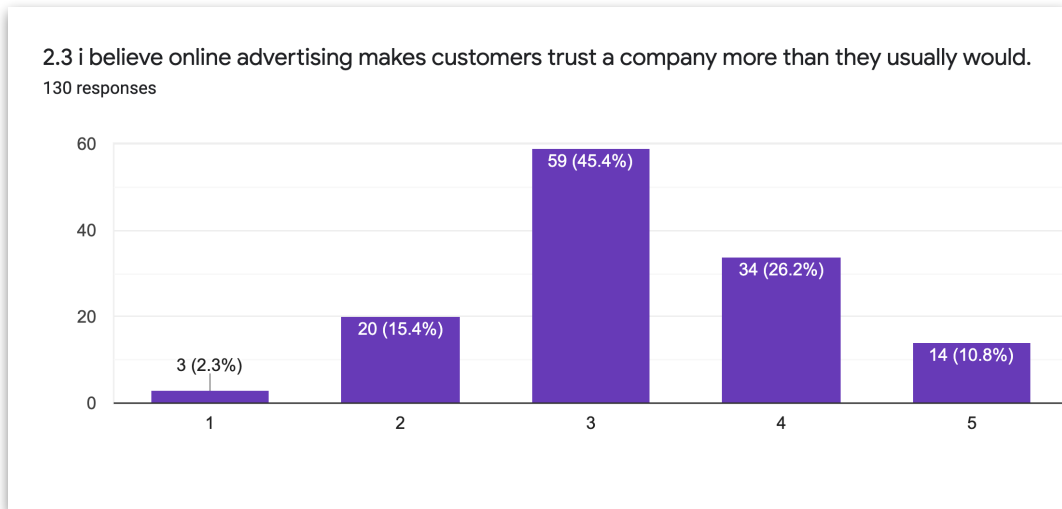

B.2 Observation: what we can observe here is that most of the participants agree and strongly agree that online advertising raises brand, product & service awareness, a significant percentage is neutral, a really small percentage disagrees and no one strongly disagrees.

B.3 Brand, Product & Service Trust

Chart 6

2.3 i believe online advertising makes customers trust a company more than they usually would.
130 responses

B.3 Observation: what we can observe here is that almost half the participants have neutral thoughts on wether online advertising makes customer trust a company more than they usually would. Additionally many of the participants have positive reactions to this statement and agree and strongly agree and the other hand a smaller percentage disagrees or strongly disagrees.

B.4 Effectiveness of Special Offers & Sales

Chart 7

2.4 I believe online advertising that promotes a special offer or sales (ex -20%) makes consumers more interested than usual to search a company, product or service.
130 responses
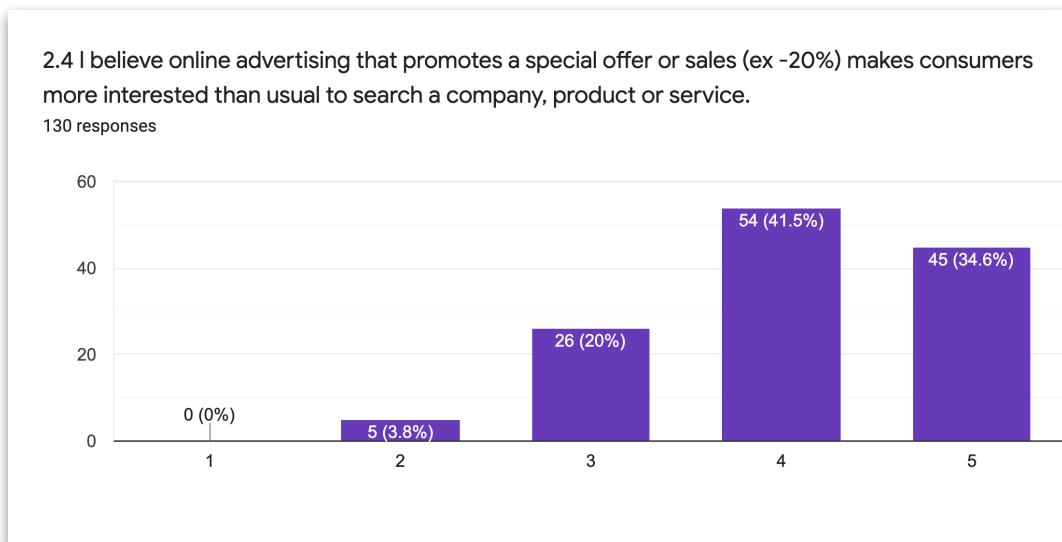
B.4 Observation: what we can observe here is that almost 75% of participants believe that Special Offers & Sales can raise interest more than usual to search for company, products or services while 20% is neutral and only 3,8% simply disagree.

B.5 Effectiveness of Online Advertising over Other Media

Chart 8

2.5 i believe online advertising is more effective than other media (e.x TV, Radio etc).
130 responses
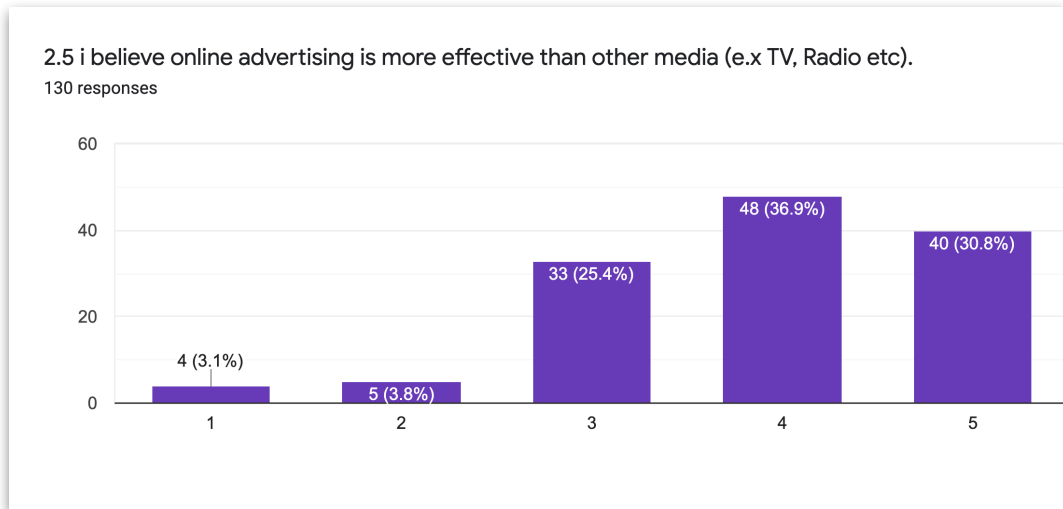
B.5 Observation: what we can observe here is that 67.7% of participants agree or strongly agree with the fact that online advertising is more effective on consumer behaviour than other media, 25% of the sample is neutral in this question and almost 7% either disagrees or strongly disagrees with this statement.

B.6 Effectiveness of Online Advertising on Memorability

Chart 9

2.6 i believe online advertising makes brands, products & services more memorable adding value to them.
130 responses

B.6 Observation: what we can observe here is that 60.8% of participants agree or strongly agree that online advertising affects memorability of a brand, product or service, 32.3% are neutral on this matter and only 7% disagrees or strongly disagrees with this statement.

B.7 Effectiveness of Digital Advertising on Popularity

Chart 10

2.7 i believe social media are important in order to make your brand, products & services well known.

130 responses

B.7 Observation: what we can observe here is that almost 90% of participants believe that Social Media are important for companies in order to make their brand, products & services well known, while a small percentage of almost over 10% is either neutral or disagrees.

B.8 Effectiveness of Digital Advertising on Sales, Revenue, Market Share & Profitability

Chart 11

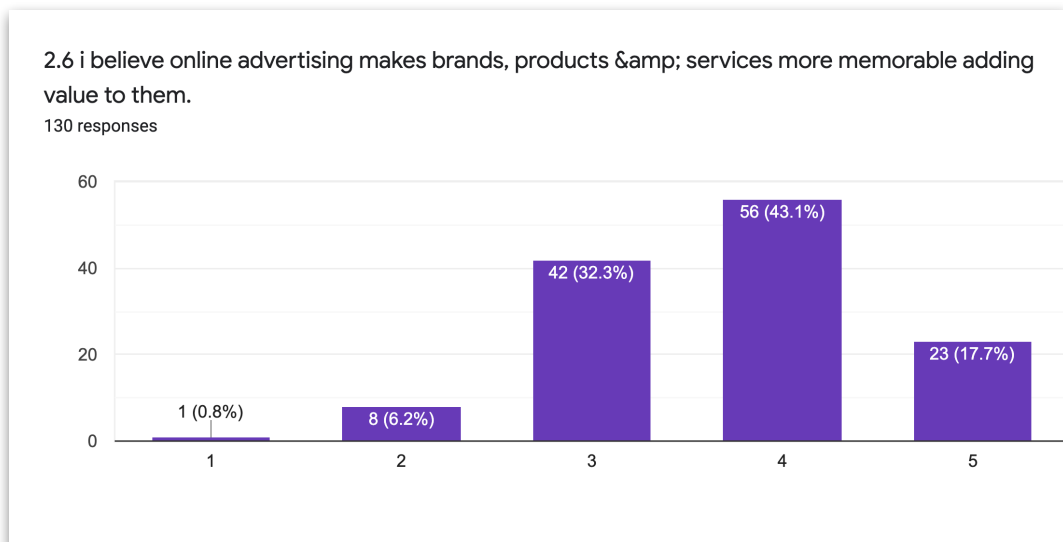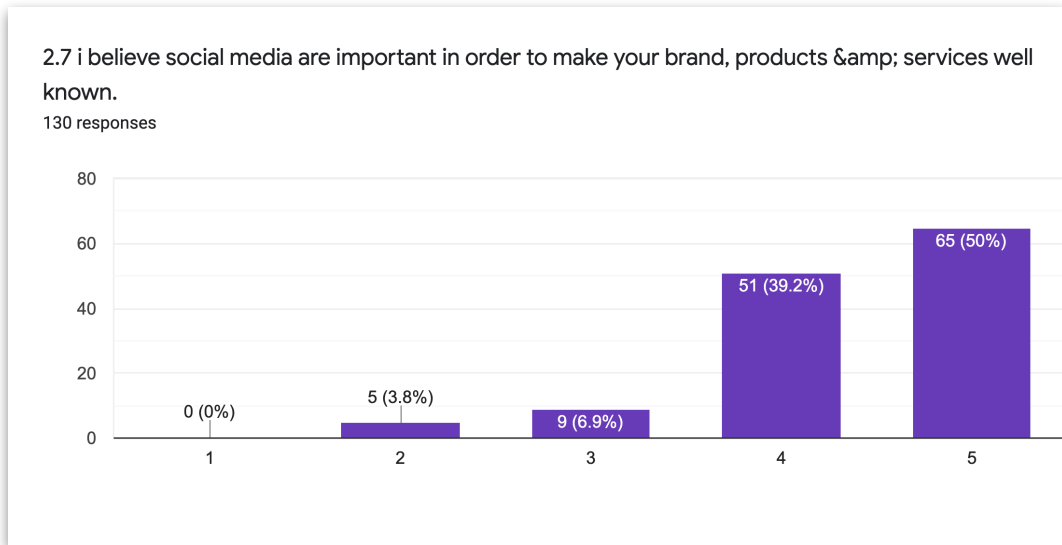2.8 i believe online advertising helps companies increase their sales, revenue, market share & profitability.

130 responses
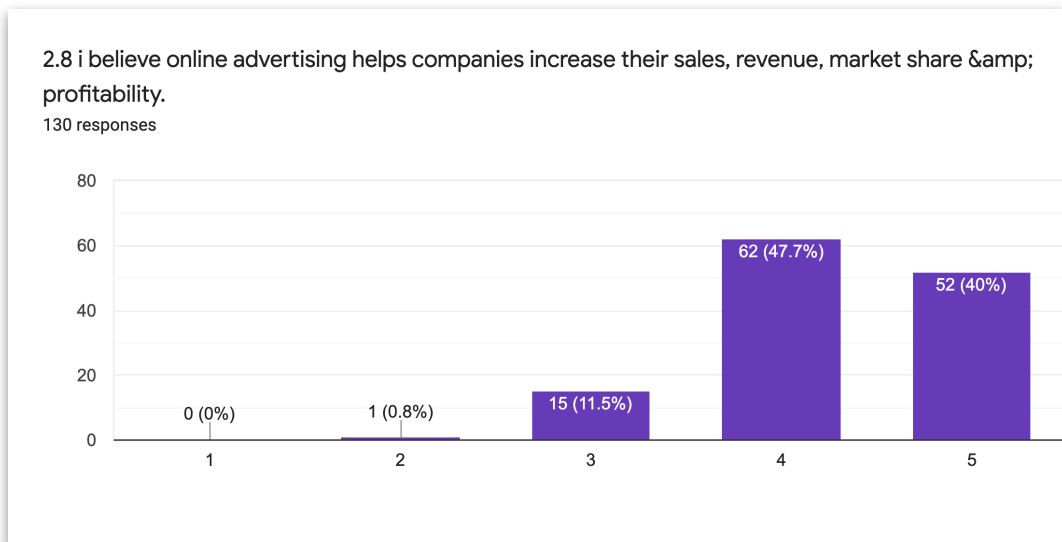
B.8 Observation: what we can observe here is that 87.7% of participants agree or strongly agree that online advertising helps companies increase their sales, revenue, market share & profitability, while 11.5% are neutral on this matter and only 0.8% disagrees.

B.9 Effectiveness of Popular Content on Consumer Feelings

Chart 12

2.9 i believe that Popular Content (ex. A Facebook Post with many likes) increases positive feelings about a brand.

130 responses

B.9 Observation: what we can observe is that almost 70% of participants agree or strongly agree that popular content increases positive feelings about a brand while 22.3% are neutral on this matter and 7% disagree or strongly disagree with this statement.
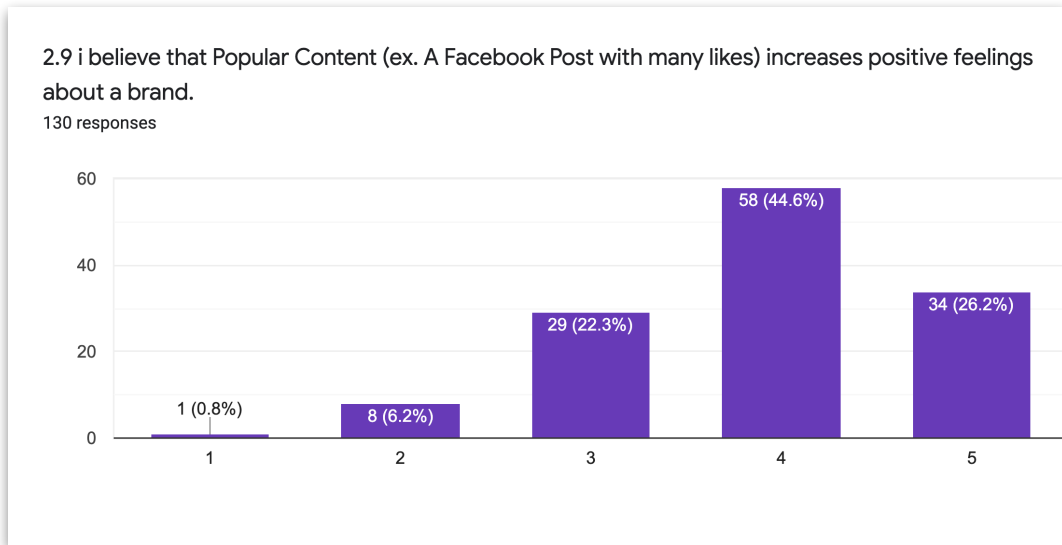
B.10 General Consumer Preferences

Chart 13

2.10 i believe that consumers prefer more watching adverts online than in other media (ex TV, Radio etc).

130 responses
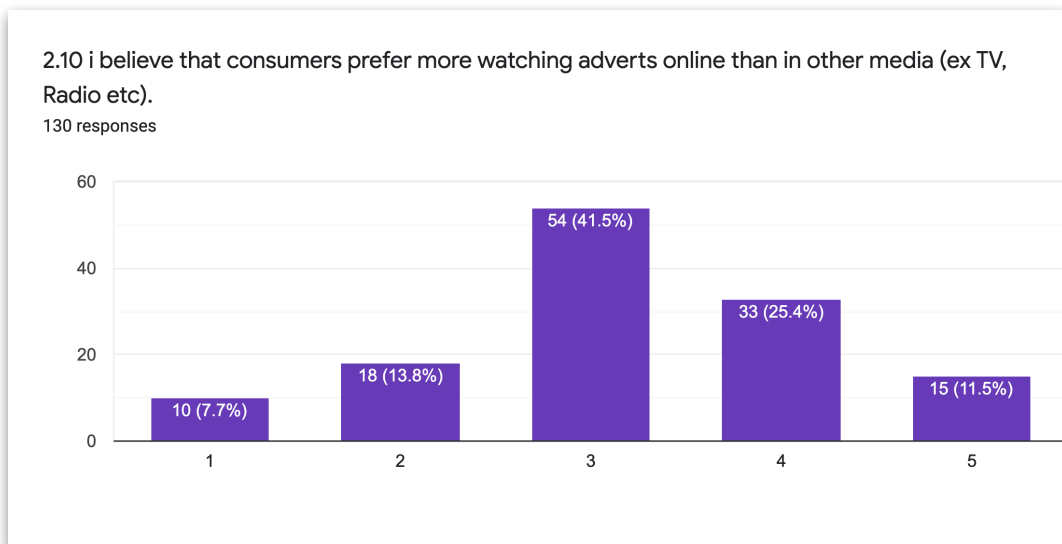
B.10 Observation: what we can observe here is that 41% of participants are neutral on this matter and do not believe that consumers prefer watching online adverts more than adverts on other media, while both the sides that either agree or disagree with this statement are quite close with the ones having a positive reaction being the 36.9% and the ones having a negative reaction being the 21.5% percent of the sample.

B.11 Importance of Data Protection

Chart 14

2.11 I believe that consumers are concerned about protecting their personal data.
130 responses

B.11 Observation: what we can observe here is that the answers given were quite equally shared and the percentages raise from strongly disagreeing to strongly agreeing. Most of the participants tho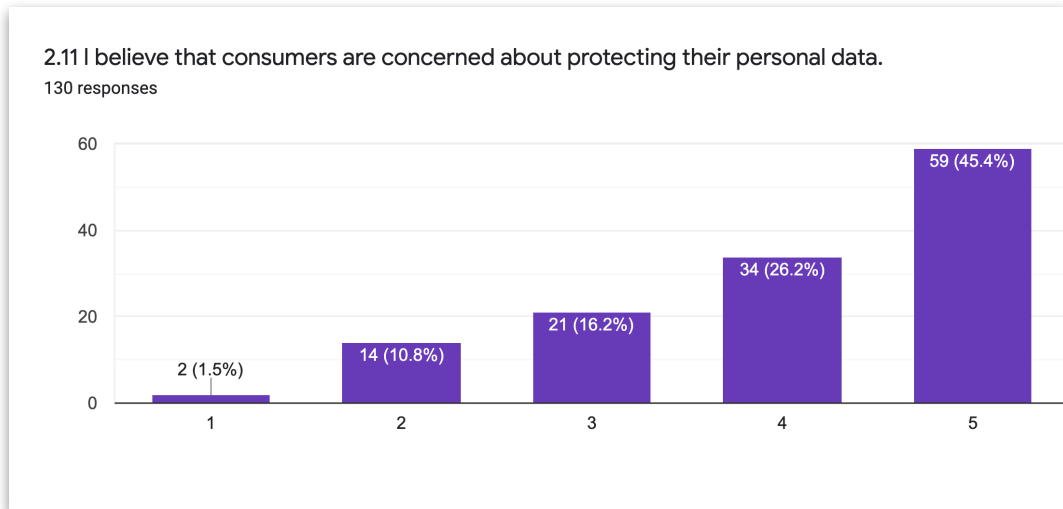ugh agree or strongly agree that consumers are concerned about their personal data while almost less than 30% of the sample are either neutral, disagree or strongly disagree.

3.2.4 Category C: Individual Information on Digital Advertising & Decision Making Results

C.1 Brand, Product & Service Interest

Chart 15

3.1 When i see an online advert of a company i am more interested than usual to search that brand, product, service online.
130 responses
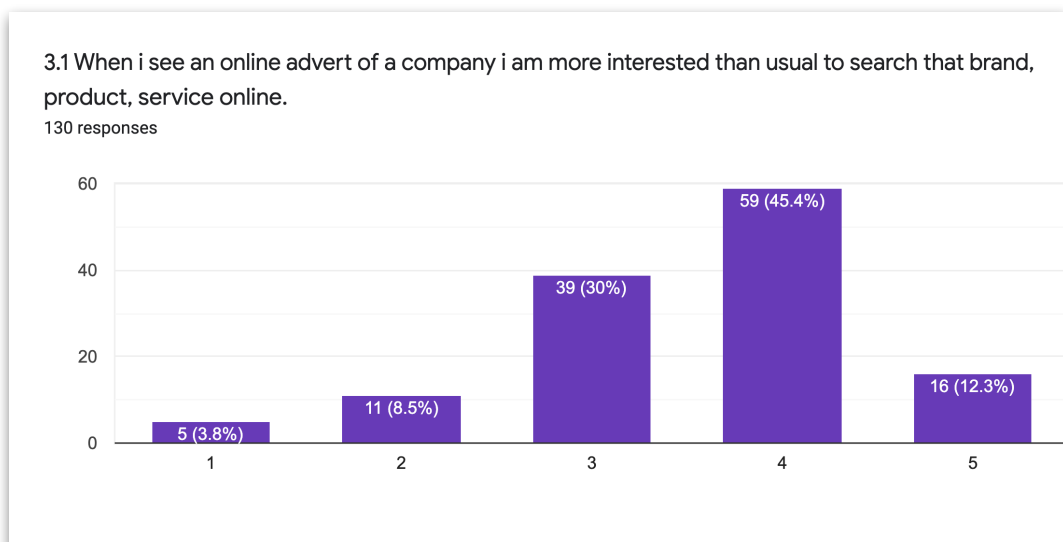
C.1 Observation: what we can observe here is that that almost 60% of the people who answered this questionnaire agree or strongly agree that if they saw an online advert they would

be more interested than usual to search that brand, product & service online while 30% feel neutral about it and a little more that 10% disagree or strongly disagree.

C.2 Brand, Product & Service Awareness

Chart 16

3.2 When i see an online advert of a company i feel more motivated than usual to actually buy a product or service from that company.

130 responses
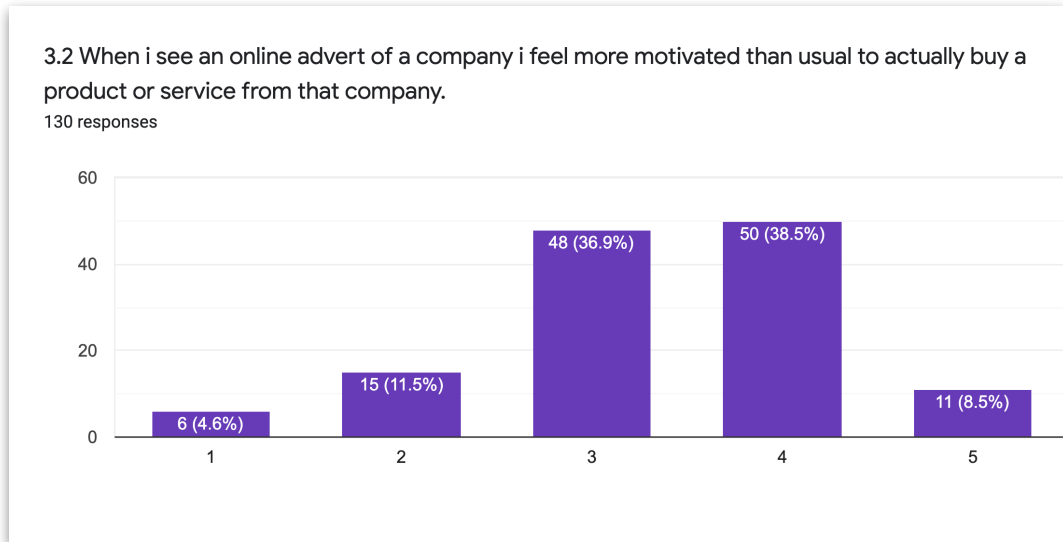
C.2 Observation: what we can observe here is that there is quite an important balance between those who would feel more motivated then usual to buy a product or a service if they were to be exposed on online advert. With a percentage of 37% neutral answers are almost near the postive answers that consist of 46% of answers. Finally almost 16% either disagrees or disagrees strongly with this statement.

C.3 Brand, Product & Service Trust

Chart 17

3.3 When i see an online advert of a company i trust the brand, product or service more than i usually would

130 responses
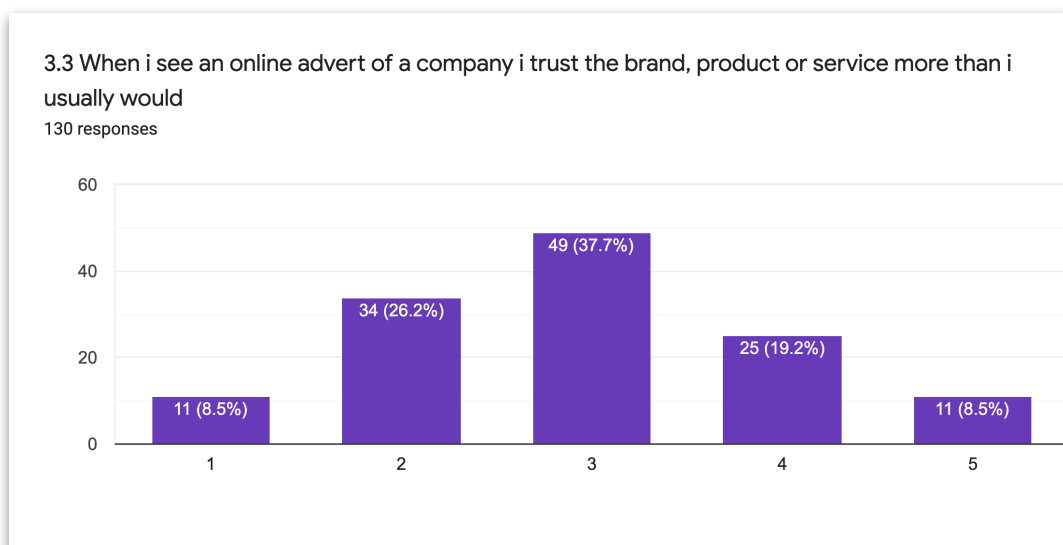
C.3 Observation: what we can observe here is quite interesting since it is the first time in this survey that participants have given more neutral or negative answers than positive ones. In numbers almost 38% of answers where neutral when asked if online advertising would increase their trust in a brand, product & service, almost 35% were negative about it and somewhere around 27% were positioned in a positive way on this matter.

C.4 Effectiveness of Special Offers & Sales

Chart 18

3.4 When i see an online advert of a company that promotes a special offer or sales (ex -20%) i am more interested than usual to search that company, product, or service online.
130 responses
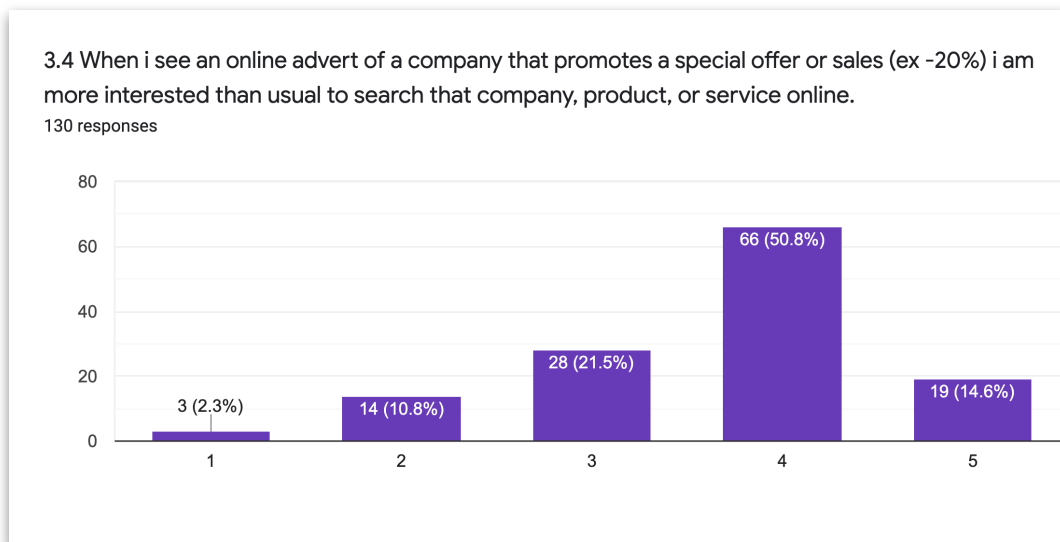
C.4 Observation: what we can observe here is that almost 65% of participants answered that they would more interested to search a company, product or service online if they were exposed to an online advert promoting special offers & sales. On the other hand 21.5% felt neutral about this matter and almost 13% have reacted negatively to this statement.

C.5 Effectiveness of Online Advertising over Other Media

Chart 19

3.5 When I see an online advert of a company it is more likely for me to purchase a product or service than if I saw an advert on another media (ex TV, Radio etc)
130 responses
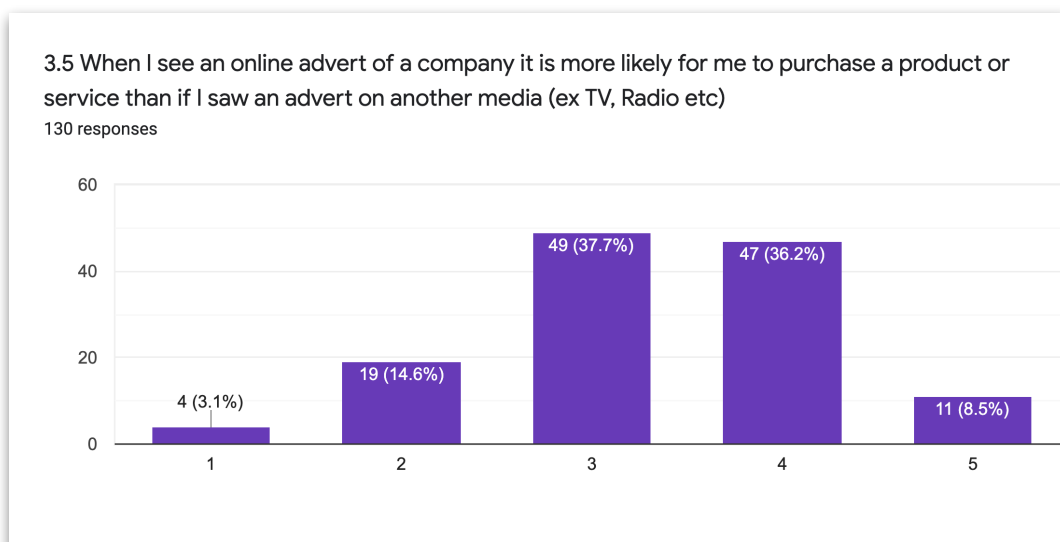
C.5 Observation: what we can observe here is that when participants were asked if they would be more effected from watching an online advert more than watching an advert on another media most answers were equally shared among neutral thoughts and positive ones while only 1/5 of answers had a negative stand on this matter.

C.6 Effectiveness of Online Advertising on Memorability

Chart 20

3.6 When I see an online advert I tend to remember the company, product or service more than usual.

130 responses
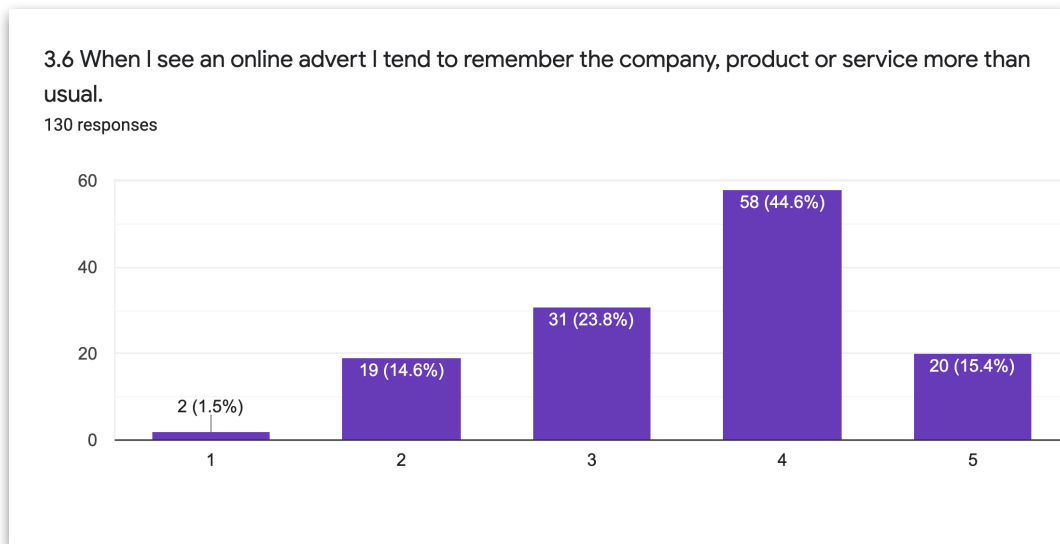
C.6 Observation: what we can observe here is that more than 60% of the people that participated in this survey tend to believe that they would remember a brand, product or service more than usual if they were exposed ton an online advert while 24% of them are neutral and only 16% has a different opinion.

C.7 Effectiveness of Digital Advertising on Popularity

Chart 21

3.7 When i see an online advert that has many reactions (ex many likes, many shares) I feel more positive about that brand.

130 responses
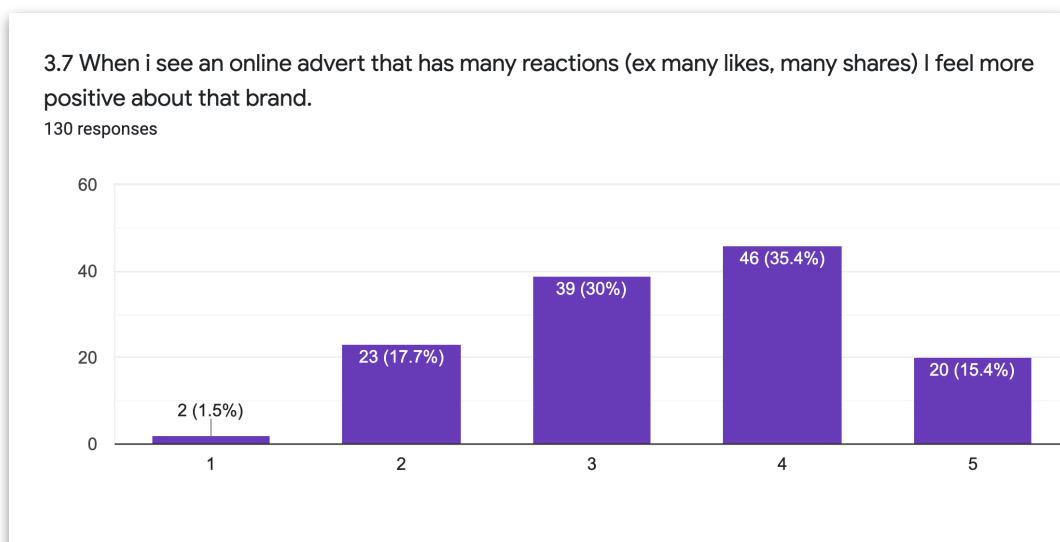
C.7 Observation: what we can observe here is that half of the people who participated in this survey agree or strongly agree with the fact that popular adverts tend to increase positive feelings about brands, products and services, while a significant percentage of them is neutral on this matter and almost 19% of them disagree or strongly disagree.

C.8 General Consumer Preferences

Chart 22

3.8 I prefer watching adverts online than watching adverts on other media (ex TV, Radio etc)
130 responses

11 (8.5%) — 1
28 (21.5%) — 2
40 (30.8%) — 3
33 (25.4%) — 4
18 (13.8%) — 5
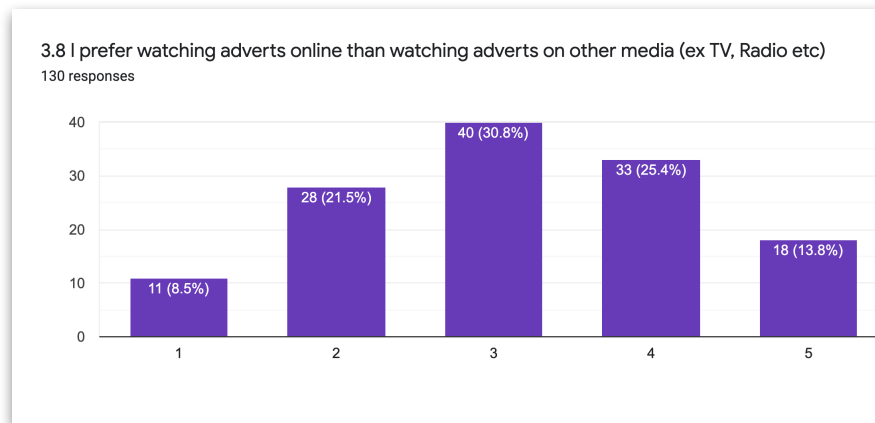
C.8 Observation: what we can observe here is that when participants where asked about their personal preferences and if they would prefer to watch online adverts more than adverts on other media the answers given where quite equally divided between positive, neutral and negative. In numbers 31% had a neutral answer 38% had positive reaction and 29% had a negative reaction.

C.9 Importance of Data Protection

Chart 23

3.9 When I see an online advert online I am concerned about protecting my personal data.
130 responses

2 (1.5%) — 1
12 (9.2%) — 2
22 (16.9%) — 3
40 (30.8%) — 4
54 (41.5%) — 5

C.9 Observation: what we can observe here is that more than 70% of participants are concerned about the protection of their personal data while only 10% are not interested and almost 17% is neutral on this matter.

3.2.5 Category D: Individual Information on AB Vassilopoulos & Decision Making Results

D.1 Brand, Product & Service Interest

Chart 24

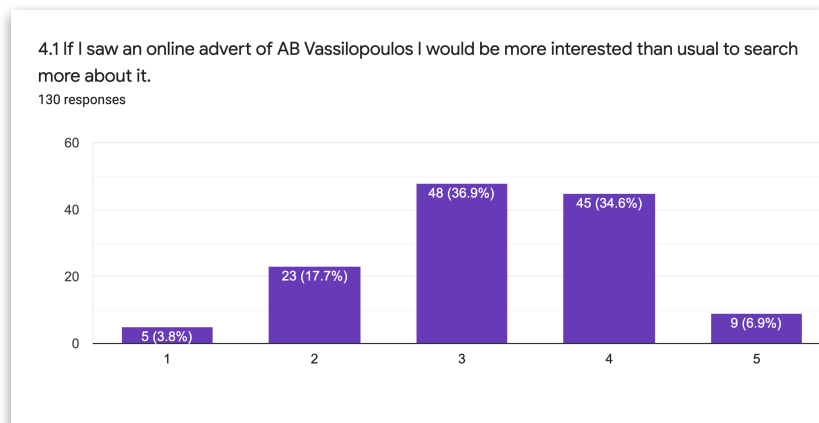4.1 If I saw an online advert of AB Vassilopoulos I would be more interested than usual to search more about it.
130 responses

D.1 Observation: what we can observe here is that when participants were asked about if they would be interested more in searching the brand, a product or a service after being exposed to and online advert by AB Vassilopoulos most answers were positive 40% while neutral answers were equivalently the same and a significant amount of almost 20% had a negative response.

D.2 Brand, Product & Service Awareness

Chart 25

4.2 If I saw an online advert of AB Vassilopoulos I would feel more motivated than actually to buy one of their products.
130 responses

D.2 Observation: what we can observe here is that when participants were asked about if they would be more aware the brand, a product or a service after being exposed to and online advert by AB Vassilopoulos most answers were positive again 40% although neutral answers were equivalently the same and a significant amount of almost 23% had negative a response.

D.3 Brand, Product & Service Trust

Chart 26

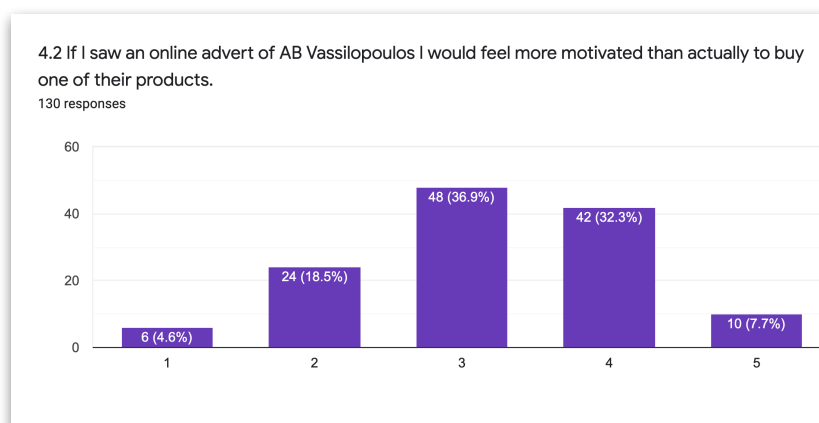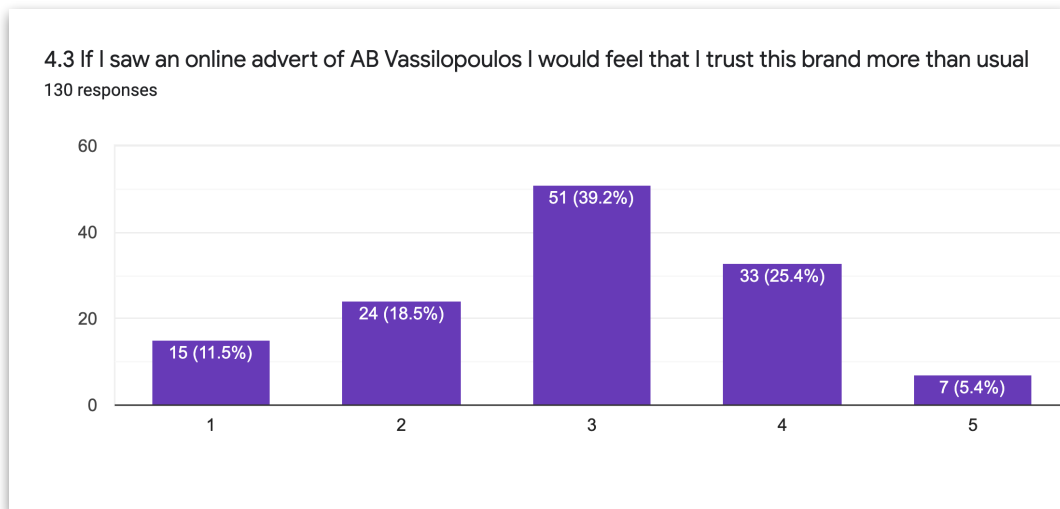4.3 If I saw an online advert of AB Vassilopoulos I would feel that I trust this brand more than usual

130 responses

D.3 Observation: what we can observe here is that when participants were asked about if they would trust more the brand, a product or a service after being exposed to an online advert by AB Vassilopoulos most answers were neutral reaching 40% of the sample, and both negative and positive answers were equally divided reaching almost 30% each.

D.4 Effectiveness of Special Offers & Sales

Chart 27

4.4 If I saw an online advert of AB Vassilopoulos that promotes a special offer or sales (ex -20%) I would be more interested than usual to search more about it.

130 responses
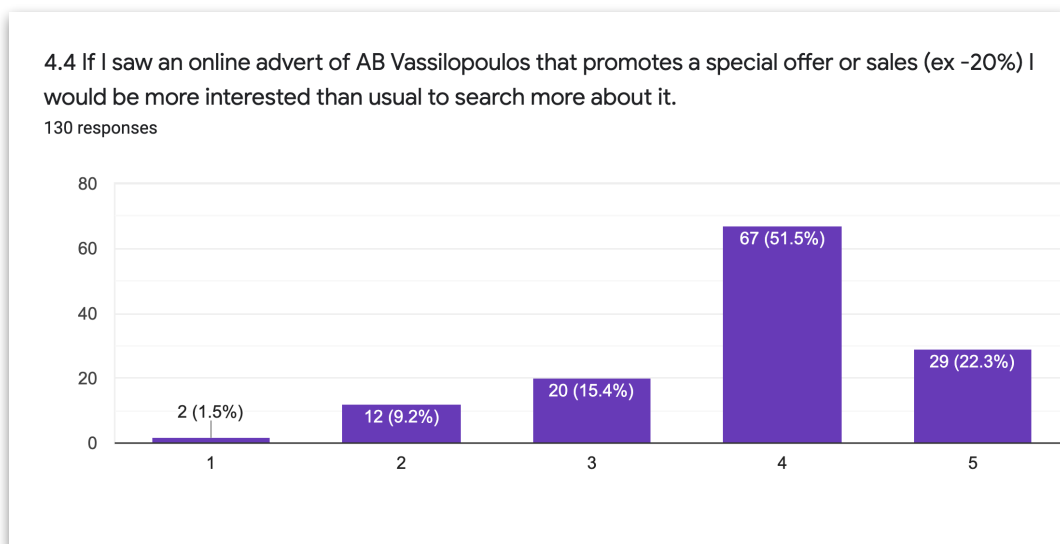
D.4 Observation: what we can observe here is that when participants were asked about if they would be effected more than usual by the brand, a product or a service after being exposed to an online advert by AB Vassilopoulos most people agreed or strongly agreed reaching a percentage of 74% of the sample while neutral and negative answers would consist of the remaining 26%.

D.5 Effectiveness of Online Advertising over Other Media

Chart 28

4.5 If I saw an online advert of AB Vassilopoulos I would be more interested in buying one of their products than I would if I saw it on another media (ex. TV, Radio etc)

130 responses
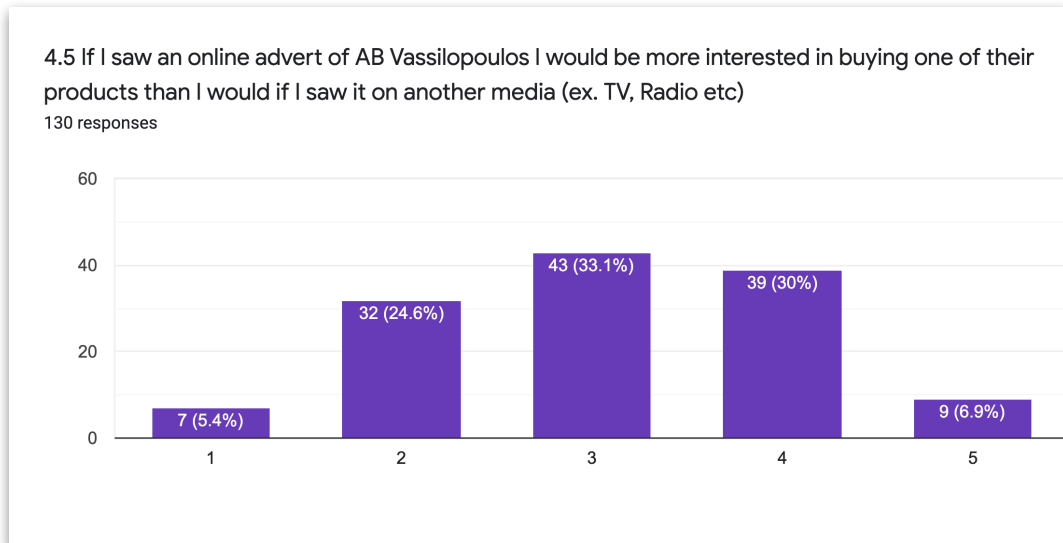
D.5 Observation: what we can observe here is that when participants were asked about if they would be effected more than usual by the brand, a product or a service after being exposed to an online advert or an advert on another media by AB Vassilopoulos all answers were almost equally answered while positive reactions where 37% of the sample. Negative reactions were 30% of the sample and neutral reaction where 33% of the sample.

D.6 Effectiveness of Online Advertising on Memorability

Chart 29

4.6 If I saw an online advert of AB Vassilopoulos I would remember the brand, product or service more than I usually would.
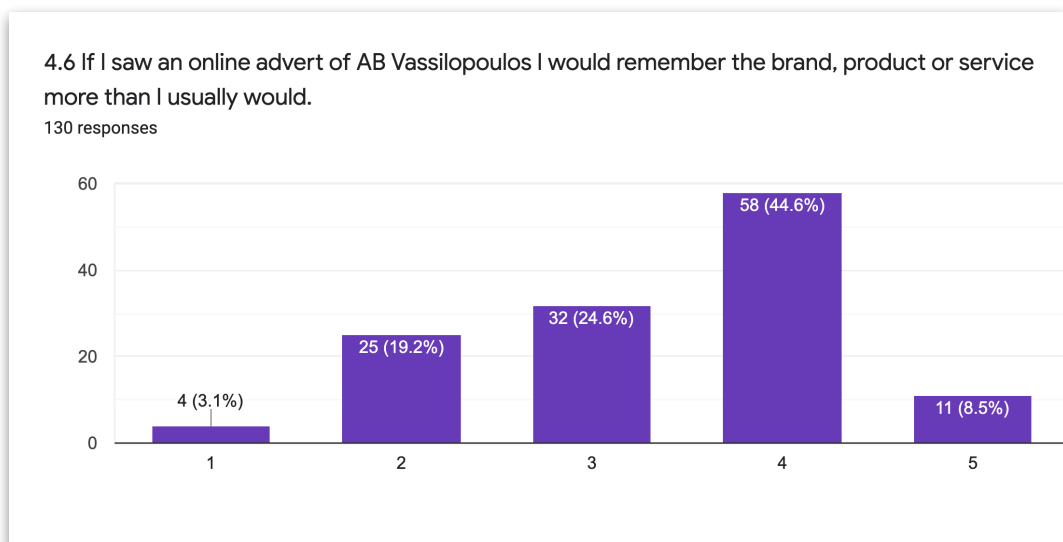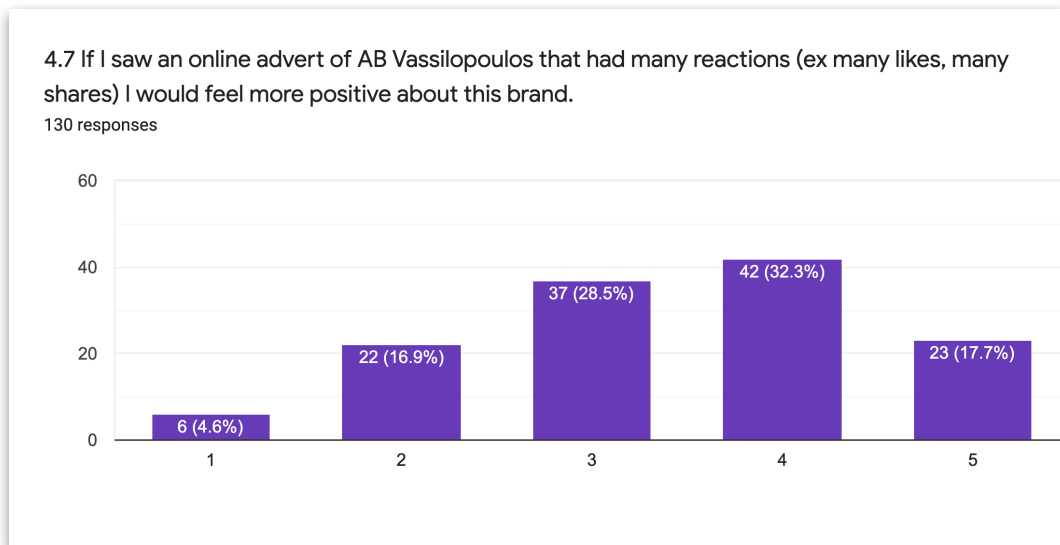
130 responses

D.6 Observation: what we can observe here is that when participants were asked about if they would remember more than usual the brand, a product or a service after being exposed to an online advert by AB Vassilopoulos more than half of the sample had a positive reaction while 25% was neutral and 22% where negative about it.

D.7 Effectiveness of Digital Advertising on Popularity

Chart 30

4.7 If I saw an online advert of AB Vassilopoulos that had many reactions (ex many likes, many shares) I would feel more positive about this brand.

130 responses

D.7 Observation: what we can observe here is that when participants were asked about if they would feel more positive about the brand, a product or a service after being exposed to an online advert with many reactions by AB Vassilopoulos almost half the sample answered positively while 28.5% of it had a neutral answer and the rest had a negative stand.

D.8 General Consumer Preferences

Chart 31

4.8 I would prefer watching online adverts of AB Vassilopoulos more than watching adverts on other media (ex TV, Radio etc)

130 responses
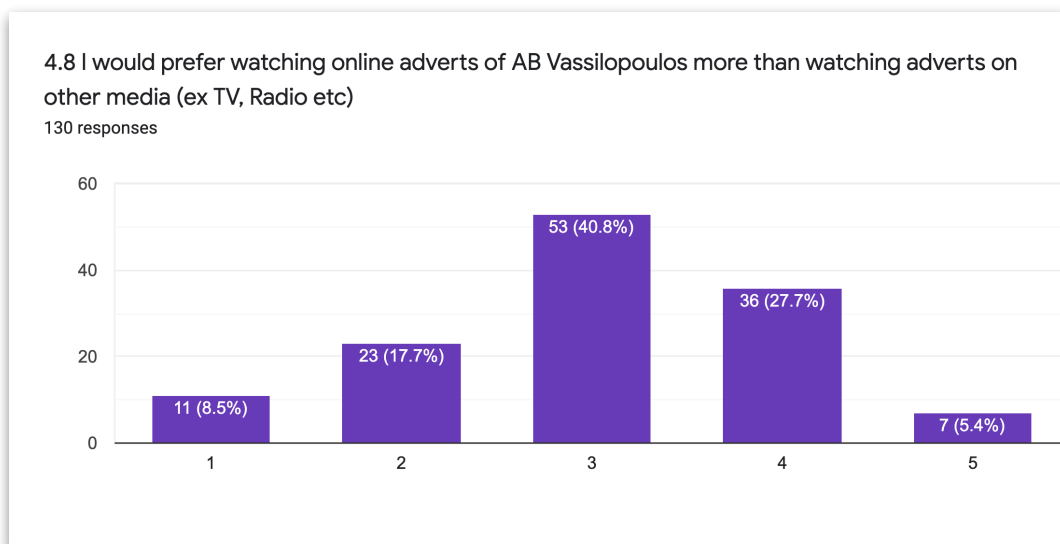
D.8 Observation: what we can observe here is that when participants were asked about if they would it be more preferable for them to be exposed to advert by AB Vassilopoulos either online either on other media almost half the sample had neutral feelings on the matter while negative and positive feelings were almost equally divided.

D.9 Importance of Data Protection

Chart 32

4.9 If I saw an online advert of AB Vassilopoulos I would be concerned about protecting my personal data.
130 responses
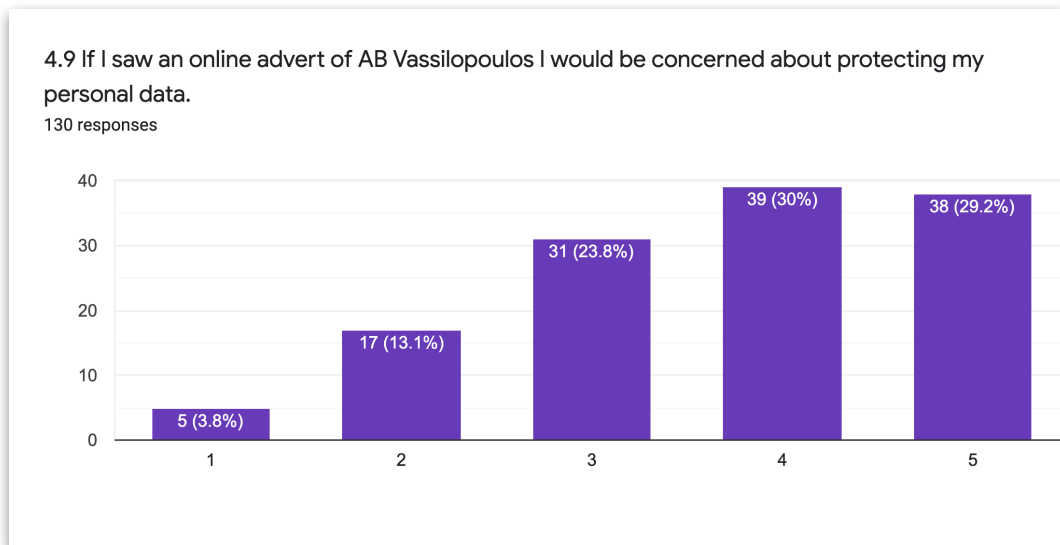

D.9 Observation: what we can observe here is that when participants were asked about if they are concerned about protecting their personal data after being exposed to an online advert by AB Vassilopoulos almost 60% of the sample agreed or strongly agreed while 24% was neutral on this matter and almost 17% had a negative reaction.

3.3 Research Statistical Analysis

In this section you will be guided through the Research Analysis & Conclusions that emerge from the further statistical research that was made and you will be presented with all observations made explaining the correlation between the variables included in the research.

3.3.1 Inductive Statistics

To further analyse the data we have to first analyse each category separately and see the frequency of answers between each one of its questions. That means that we will have to find the Mean and the Standard Deviation of each question and compare them to the general rule. In this case since the answers were given on a scale from 1 to 5 with the first meaning strongly disagree and the second meaning strongly agree. Thus we can accept as a general rule that whatever answer is higher than 3 is considered positive and as closer as it is to 5 it means that people agree even more, on the other hand if the answer is lower than 3 or getting closer to 1 it is considered negative and shows disagreement.

Category B: General Perception of Digital Advertising & Consumer Behaviour

Table B.1

	Mean	Std.Deviation
B.1 Brand, Product & Service Interest	4.15	.782
B.2 Brand, Product & Service Awareness	4.10	.702
B.3 Brand, Product & Service Trust	3.28	.933
B.4 Effectiveness of Special Offers & Sales	4.06	.842
B.5 Effectiveness of Online Advertising over Other Media	3.88	1.002
B.6 Effectiveness of Online Advertising on Memorability	3.70	.857
B.7 Effectiveness of Popular Content on Consumer Feelings	3.90	.887
B.8 General Consumer Preferences	3.19	1.064
B.9 Importance of Data Protection	4.02	1.09

Chart B.1
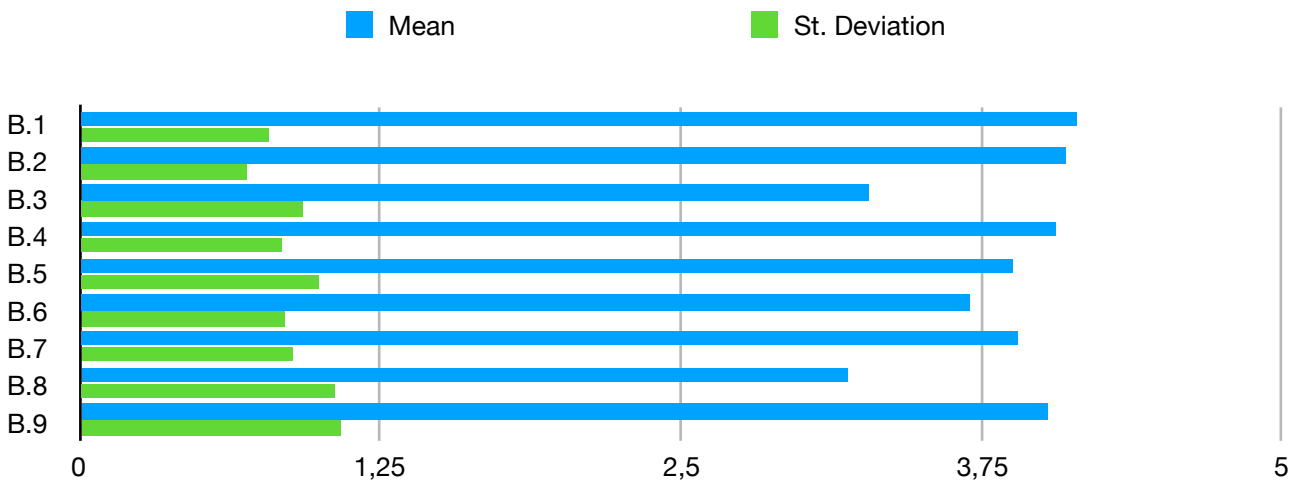
3.1 Observation: What we observe here is that all Means are higher than 3 meaning that participants in general have a positive General Perception on Digital Advertising and Consumer Behaviour.

Category C: Individual Information on Digital Advertising & Decision Making

Table C.1

	Mean	Std.Deviation
C.1 Brand, Product & Service Interest	3.52	.949
C.2 Brand, Product & Service Awareness	3.34	.954
C.3 Brand, Product & Service Trust	2.93	1.065
C.4 Effectiveness of Special Offers & Sales	3.63	.965
C.5 Effectiveness of Online Advertising over Other Media	3.31	.932
C.6 Effectiveness of Online Advertising on Memorability	3.57	.971
C.7 Effectiveness of Popular Content on Consumer Feelings	3.46	.997
C.8 General Consumer Preferences	3.15	1.151
C.9 Importance of Data Protection	3.97	1.088
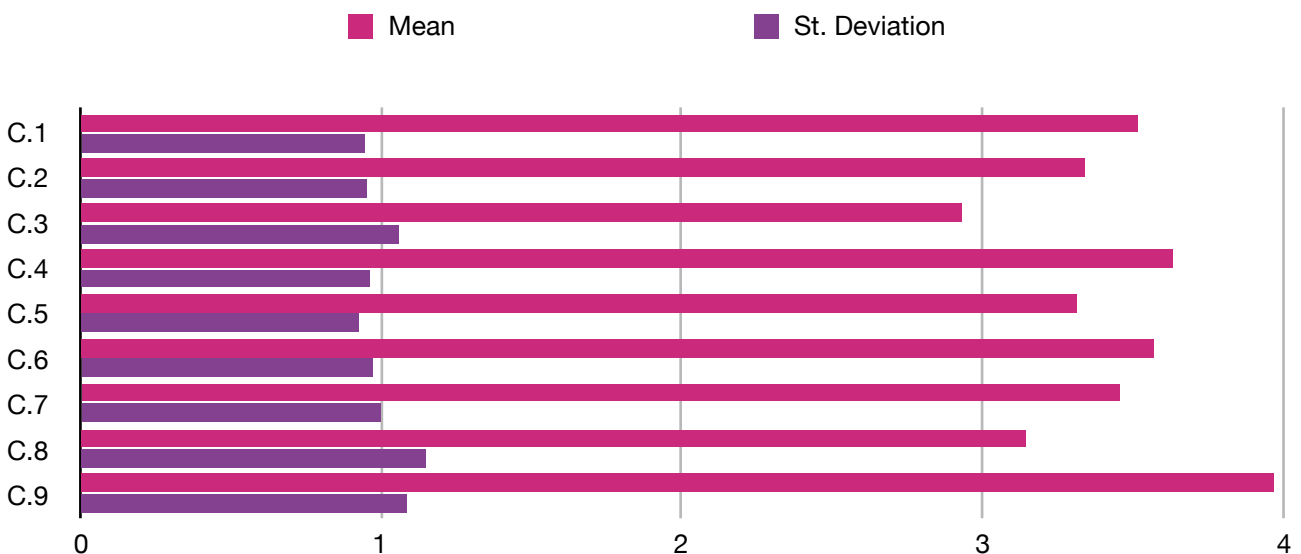
Chart C.1

3.2 Observation: What we observe here is that almost all Means are higher than 3 meaning that participants in general have a positive stand on Digital Advertising & Decision Making and they only disagree with the statement that it enhances trust.

Category D: Individual Information on AB Vassilopoulos & Decision Making

Table D.1

	Mean	Std.Deviation
D.1 Brand, Product & Service Interest	3.26	.952
D.2 Brand, Product & Service Awareness	3.20	.983
D.3 Brand, Product & Service Trust	2.94	1.058
D.4 Effectiveness of Special Offers & Sales	3.83	.930
D.5 Effectiveness of Online Advertising over Other Media	3.08	1.104
D.6 Effectiveness of Online Advertising on Memorability	3.36	.988
D.7 Effectiveness of Popular Content on Consumer Feelings	3.40	1.104
D.8 General Consumer Preferences	3.03	1.006
D.9 Importance of Data Protection	3.67	1.142

Chart D.1
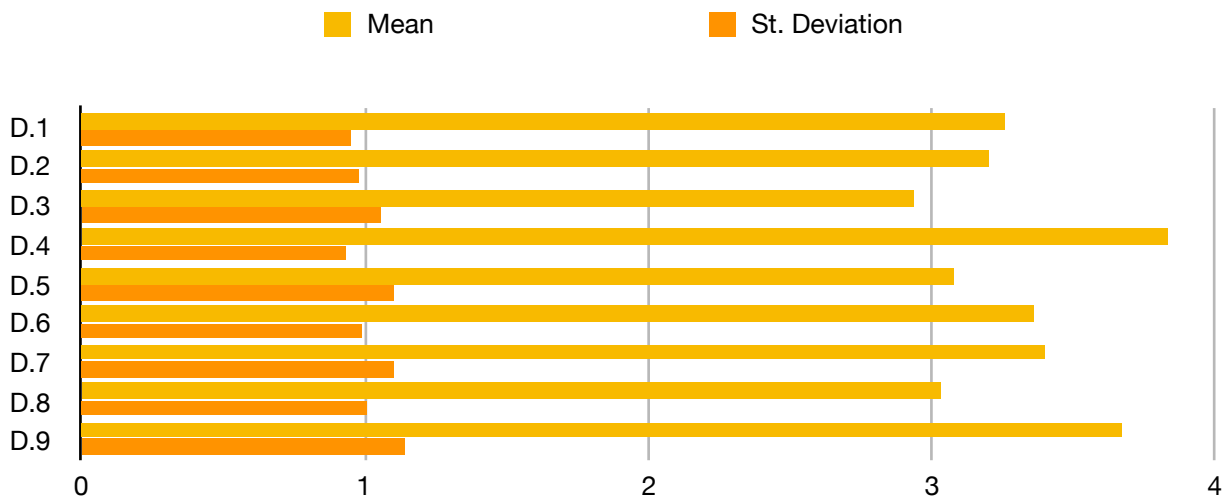
3.3 Observation: What we observe here is that most Means are close to neutrality but have I slight tendency to lean towards positivity, while once again the enhancing trust statement is more disagreed upon than any other answer.

3.3.2 Cronbach's Alpha - Reliability Test

Once we have completed the statistical analysis and we have all the necessary frequencies between all questions of each category three new scores must be created in order to check their reliability. The reason why these new scores must be created is for each category to be able to be considered as an independent variable once of course they have been considered reliable. In order to create these scores the Cronbach's Alpha Method will be used. This method is used to measure the internal consistency between items on a scale, and when it is used you must be perfectly sure that the questions are either negatively or positively worded but not mixed. Usually the Cronbach's Alpha is considered acceptable and good as long as it is higher than 0.7, but in the situation where less than 10 items are compared anything over 0.5 is considered acceptable and reliable. In our case the Cronbach's Alpha Method is formulated as shown on table 3.4:

Cronbach's Alpha - Reliability Test

Table E.1

	Cronbach's Alpha	**Number of Items (N)**
Score of General Perception of Digital Advertising & Consumer Behaviour (CATB)	.668	9
Score of Individual Information on Digital Advertising & Decision Making Results (CATC)	.808	9
Score of Individual Information on AB Vassilopoulos & Decision Making (CATD)	.836	9

What we can observe here is that all three scores are higher than 0.5 and since our number of items is less that 10 we can consider all scores reliable. Therefore we can proceed to answering our research questions accepting each category as one unique variable for the needs of statistical analysis.

3.3.3 Research Question 1 Analysis

The first hypothesis we are about to make is quite important for the specific research. What we want to measure now is the correlation of the answers participants of this survey gave and how they affect each other. In simple words what we want to measure is if people who have a positive or a negative perception about digital marketing in general, and a positive or negative perception about digital marketing individually would have the same positive or negative perception when being exposed to online adverts by AB Vassilopoulos and vice versa. Therefore the first Research Question formulated was as shown here:

- **RQ1:** How do the three main variables of the questionnaire provided affect each other?

For the first Research Question to be answered and taking in notice that we are combining two nominal variables, the Pearson Correlation Method was used for the statistical analysis demanded. The Pearson Correlation measures the degree of the linear relationship between two variables. By linear relationship we mean that the relationship can be well-characterised by a straight line. The rule in the Pearson Correlation Method is that coefficients range from -1 to 1 and as much as the absolute value tends to 1, the stronger the dependancy between the variables becomes.

The Pearson Correlation

Pearson Test	Correlation		
	Score of General Perception of Digital Advertising & Consumer Behaviour (CATB)	**Score of Individual Information on Digital Advertising & Decision Making Results (CATC)**	**Score of Individual Information on AB Vassilopoulos & Decision Making (CATD)**
Score of General Perception of Digital Advertising & Consumer Behaviour (CATB)	1	.692	.597
Score of Individual Information on Digital Advertising & Decision Making Results (CATC)	.692	1	.701
Score of Individual Information on AB Vassilopoulos & Decision Making (CATD)	.597	.701	1

Table RQ1.1

The Decision Rule for assessing if the Pearson Correlation Test is significant

If $p < .05$ the test is significant (there is a significant relationship between the two variables).

If $p > .05$ the test is not significant (there is no significant relationship between the two variables).

In our test the results were:

CATBCATB p = 0.001, CATBCATD p = 0.0001, CATDCATCp = 0.001

Since all three results were $p < .05$ there is a significant relationship between the variables and it will be explained further on.

The General Rule in the Pearson Correlation Method

Coefficients range from -1 to 1 and as much as the absolute value tends to 1, the stronger the dependancy between the variables becomes.

Three Types of Relationships:

Positive: higher scores on X are associated with higher scores on Y.

Negative: higher scores on X are associated with lower scores on Y.

No relationship: there is no predictable relationship between X and Y.

Observations:

- All variable correlations tend to 1 which means there is a strong dependance between them.
- Since all three results were $p < .05$ there is a significant relationship between the variables.
- The highest correlation is the one between CATC & CATD scoring .701.
- The lowest correlation is the one between CATB & CATD scoring .597.
- There is a positive relationship between the variables.

3.3.4 Research Question 2 Analysis

In our second research question we want to investigate how the Demographic Characteristics (Age, Gender & Education Level) of the people who participated in this survey affect the other three main variables (General Perception, Individual Perception & Individual Preference about AB Vassilopoulos). Therefore the research question was formulated as shown here:

• **RQ2:** How do the Demographic Characteristics (Gender, Age Group & Education Level) affect the three main variables of the questionnaire provided?

In order to investigate the second hypothesis reliably there is a series of tests that should be made. Therefore we will be using the parametric T-test and the non-parametric One-Way ANOVA & Kruskal-Wallis tests. The T-test is a hypothesis testing tool which allows the testing of an assumption applicable to a population. In other words it is a type of inferential statistic that is used to determine the significant difference between the Means of two data sets and that is why it is useful in this situation. Additionally the One-Way ANOVA & the Kruskal-Wallis are non-parametric methods that indicate whether data sets originate from the same distribution. Moreover these tests identify which data set significantly dominates over another and this could also be useful for analysing our results.

Research Question 2 Contents:

    A. T-Test (Gender - CATB - CATC - CATD)
        1. The Null Hypothesis for the T-Test (Gender - CATB - CATC - CATD)
        2. Observations for the T-Test (Gender - CATB - CATC - CATD)

    B. One-Way ANOVA (Age - CATB - CATC - CATD)
        3. The Null Hypothesis for the One-Way ANOVA (Age - CATB - CATC - CATD)
        4. Observations for the One-Way ANOVA (Age - CATB - CATC - CATD)

    C. Kruskal-Wallis Test (Age - CATB - CATC - CATD)
        5. The Null Hypothesis for the One-Way ANOVA (Age - CATB - CATC - CATD)
        6. Observations for the One-Way ANOVA (Age - CATB - CATC - CATD)

    D. One-Way ANOVA (Education Level - CATB - CATC - CATD)
        7. The Null Hypothesis for the One-Way ANOVA (Ed. Level - CATB - CATC - CATD)
        8. Observations for the One-Way ANOVA (Ed.Level - CATB - CATC - CATD)

    E. Kruskal-Wallis Test (Education Level - CATB - CATC - CATD)
        9. The Null Hypothesis for the One-Way ANOVA (Ed. Level - CATB - CATC - CATD)
        10. Observations for the One-Way ANOVA (Ed.Level - CATB - CATC - CATD)

A. T-Test (Gender - CATB - CATC - CATD)

T-Test	Gender (Mean)		
	Male	Female	Total
Score of General Perception of Digital Advertising & Consumer Behaviour (CATB)	3.710	3.922	3.816
Score of Individual Information on Digital Advertising & Decision Making Result (CATC)	3.312	3.573	3.442
Score of Individual Information on AB Vassilopoulos & Decision Making (CATD)	3.156	3.483	3.319

Table RQ2.1

1. The Null Hypothesis for the T-Test (Gender - CATB - CATC - CATD)

Null Hypothesis:

The populations are equal.

Rules:

If sig = 0 accept the null hypothesis.

If sig > 0.05 = there are differences between the population needs.

If sig < 0.05 = there aren't differences between the population needs.

Results:

Score of General Perception of Digital Advertising & Consumer Behaviour (CATB)

Sig 0.590 reject the null hypothesis that the populations are equal.

Sig 0.590 > 0.05 = there are differences between the population needs.

Score of Individual Information on Digital Advertising & Decision Making Results (CATC)

Sig 0.884 = reject the null hypothesis that the populations are equal.

Sig 0.884 > 0.05 = there are differences between the population needs.

Score of Individual Information on AB Vassilopoulos & Decision Making (CATD)

Sig 0.224 = reject the null hypothesis that the populations are equal.

Sig 0.224 > 0.05 = there are differences between the population needs.

2. Observations for the T-Test (Gender - CATB - CATC - CATD)

- All values are higher that 3 meaning there is no negative tendency in general.
- The highest value is observed in CATB.- Female.

- The lowest value is observed in CATD - Male.

- The highest total value is observed in CATB.

- The lowest total value is observed in CATD.

- As we move from CATB to CATC to CATD positive tendency drops.

- In all variables Female tend to be more positive than Males.

B. One-Way ANOVA (Age - CATB - CATC - CATD)

One-way ANOVA	Age (Means)						
	18-24	25-34	35-44	45-54	55-64	65	Total
Score of General Perception of Digital Advertising & Consumer Behaviour (CATB)	3.81	3.86	3.83	3.48	3.5	3	3.81
Score of Individual Information on Digital Advertising & Decision Making Results (CATC)	3.54	3.48	3.29	3.16	3.33	3.11	3.43
Score of Individual Information on AB Vassilopoulos & Decision Making (CATD)	3.25	3.31	3.30	3.25	3.5	3.33	3.31
* Means range from 1-5							

Table RQ2.2

3. The Null Hypothesis for the One-Way ANOVA (Age - CATB - CATC - CATD)

Null Hypothesis:

The populations are equal.

Rules:

If sig = 0 accept the null hypothesis.

If sig > 0.05 = there are differences between the population needs.

If sig < 0.05 = there aren't differences between the population needs.

Results:

Score of General Perception of Digital Advertising & Consumer Behaviour (CATB)

Sig 0.098 = reject the null hypothesis that the populations are equal.

Sig 0.098 > 0.05 = there are differences between the population needs.

Score of Individual Information on Digital Advertising & Decision Making Results (CATC)

Sig 0.617 = reject the null hypothesis that the populations are equal.

Sig 0.617 > 0.05 = there are differences between the population needs.

Score of Individual Information on AB Vassilopoulos & Decision Making (CATD)

Sig 0.098 = reject the null hypothesis that the populations are equal.

Sig 0.994 > 0.05 = there are differences between the population needs.

4. Observations for One-Way ANOVA (Age - CATB - CATC - CATD)

- All values are higher than 3 meaning there is no negative tendency in general.
- This highest value is observed in CATB - 18/24.
- The lowest value is observed in CATB - 65+.
- The highest total value is observed in CATB.
- The lowest total value is observed in CATD.
- For the Age Groups 18-44 as we move from CATB to CATC to CATD positive tendency drops.
- For the Age Group 65+ as we move from CATB to CATC to CATD positive tendency rises.
- For the Age Groups 45-64 as we move from CATB to CATC positive tendency drops, but as we move from CATC to CATD positive tendency rises again.
- The Age Group with the highest individual score in all variables is 25-34.
- In CATB as age gets higher positive tendency drops.
- In CATC as age gets higher positive tendency drops.
- In CATC as age gets higher positive tendency remains almost the same.
- The most interesting Age Groups are 45-64 an how they react.

C. The Kruskal-Wallis Test (Age - CATB - CATC - CATD)

Kruskal-Wallis Test	Age (Mean Rank)					
	18-24	25-34	35-44	45-54	55-64	65
Score of General Perception of Digital Advertising & Consumer Behaviour (CATB)	65.58	68.49	73.45	34.06	41.13	5
Score of Individual Information on Digital Advertising & Decision Making Results (CATC)	73.79	67.42	59.42	54.38	57.38	37.50
Score of Individual Information on AB Vassilopoulos & Decision Making (CATD)	60.83	66.63	64.71	60.75	69	63.50
* Mean Ranks range from 1-100 The closer the mean rank is to 1 the more it is insignificant, and the closer it is to 100 the more significant it is.						

Table RQ2.3

5. The Null Hypothesis for the Kruskal-Wallis Test (Age - CATB - CATC - CATD)

Null Hypothesis:

The populations are equal.

Rules:

If sig = 0 accept the null hypothesis.

If sig > 0.05 = there are differences between the population needs.

If sig < 0.05 = there aren't differences between the population needs.

Score of General Perception of Digital Advertising & Consumer Behaviour (CATB)

Sig 0.098 = reject the null hypothesis that the populations are equal.

Sig 0.098 > 0.05 = there are differences between the population needs.

Score of Individual Information on Digital Advertising & Decision Making Results (CATC)

Sig 0.617 = reject the null hypothesis that the populations are equal.

Sig 0.617 > 0.05 = there are differences between the population needs.

Score of Individual Information on AB Vassilopoulos & Decision Making (CATD)

Sig 0.098 = reject the null hypothesis that the populations are equal.

Sig 0.994 > 0.05 = there are differences between the population needs.

6. Observations for Kruskal-Wallis (Age - CATB - CATC - CATD)

- The most significant value in this table is CATC - 18/24.
- The second most significant value is CATB - 35/44.
- The most insignificant value is CATB - 65+.
- The second most insignificant value is CATC - 65+.
- Whichever value is higher that 50 can be considered significant.

D. One-way ANOVA (Ed. Level - CATB - CATC - CATD)

One-way ANOVA	Education Level (Means)					
	HS	BSc	MSc	PHD	Other	Total
Score of General Perception of Digital Advertising & Consumer Behaviour (CATB)	3.98	3.76	3.84	3.51	3.75	3.81
Score of Individual Information on Digital Advertising & Decision Making Results (CATC)	3.2	3.4	3.46	3.25	3.73	3.43
Score of Individual Information on AB Vassilopoulos & Decision Making (CATD)	3.11	3.2	3.36	3.4	3.73	3.31
* Means range from 1-5						

Table RQ2.4

7. The Null Hypothesis for the One-Way ANOVA

(Ed. Level - CATB - CATC - CATD)

Null Hypothesis:

The populations are equal.

Rules:

If sig = 0 accept the null hypothesis

If sig > 0.05 = there are differences between the population needs.

If sig < 0.05 = there aren't differences between the population needs.

Results:

Score of General Perception of Digital Advertising & Consumer Behaviour (CATB)

Sig 0.625 = reject the null hypothesis that the populations are equal

Sig 0.625 > 0.05 = there are differences between the population needs

Score of Individual Information on Digital Advertising & Decision Making Results (CATC)

Sig 0.663 = reject the null hypothesis that the populations are equal

Sig 0.663 > 0.05 = there are differences between the population needs

Score of Individual Information on AB Vassilopoulos & Decision Making (CATD)

Sig 0.380 = reject the null hypothesis that the populations are equal

Sig 0.380 > 0.05 = there are differences between the population needs

8. Observations for the One-Way ANOVA (Ed. Level - CATB - CATC - CATD)

• All values are higher that 3 meaning there is no negative tendency in general.
• The highest value is observed in CATB.- HS.
• The lowest value is observed in CATD - HS.
• The highest total value is observed in CATB.
• The lowest total value is observed in CATD.
• As we move from CATB to CATC to CATD positive tendency drops.
• As the Ed.Level rises the positive tendency for CATD rises as well.
• The positive tendency for Other is equal in CATB, CATC and CATD.
• In most cases the positive tendency from CATB to CATC to CATD drops.
• In the PHD case the positive tendency from CATB to CATC drops, but from CATC to CATD rises.

E. The Kruskal-Wallis Test (Ed. Level - CATB - CATC - CATD)

One-way ANOVA	Education Level (Means)				
	HS	BSc	MSc	PHD	Other
Score of General Perception of Digital Advertising & Consumer Behaviour (CATB)	79.83	60.66	68.86	43.67	60.5
Score of Individual Information on Digital Advertising & Decision Making Results (CATC)	47.92	62.8	67.96	54.83	84.4
Score of Individual Information on AB Vassilopoulos & Decision Making (CATD)	48.83	60.44	68.72	68.83	86.7
* Mean Ranks range from 1-100					

Table RQ2.5

9. The Null Hypothesis for the Kruskal-Wallis Test (Ed.Level - CATB - CATC - CATD)

Null Hypothesis:
The populations are equal.

Rules:
If sig = 0 accept the null hypothesis
If sig > 0.05 = there are differences between the population needs.
If sig < 0.05 = there aren't differences between the population needs.

Score of General Perception of Digital Advertising & Consumer Behaviour (CATB)

Sig 0.507 = reject the null hypothesis that the populations are equal.

Sig 0.507 > 0.05 = there are differences between the population needs.

Score of Individual Information on Digital Advertising & Decision Making Results (CATC)

Sig 0.499 = reject the null hypothesis that the populations are equal.

Sig 0.499 > 0.05 = there are differences between the population needs.

Score of Individual Information on AB Vassilopoulos & Decision Making (CATD)

Sig 0.386 = reject the null hypothesis that the populations are equal.

Sig 0.386 > 0.05 = there are differences between the population needs.

10. Observations for Kruskal-Wallis (Ed.Level - CATB - CATC - CATD)

- The most significant value in this table is CATD - Other.
- The second most significant value is CATC - Other.
- The most insignificant value is CATB - PHD.
- The second most insignificant value is CATC - HS.
- Whichever value is higher that 50 can be considered significant.

3.4 Research Conclusions

In this section we are about to analyse all data collected and generated by both the Feedback & Statistics Chapter and the Statistical Analysis Chapter of this Research. In simple words we will try to sum up all information that was presented before , justify the correlations that occurred from these processes, explain what the results actually mean, and make suggestions for further research.

3.4.1 General Conclusions

Here are some general conclusions that occur from this research. Our aim is to gather all useful information and sum it up, in order for it to be easier to comprehend. So for starters they are formed as shown here:

- Both Genders have participated almost equally.
- Most of the participants are well educated.
- Most of the participants are young (Ages from 18 to 44).
- Participants agree that online advertising raises brand Interest.
- Participants agree that online advertising raises brand awareness.
- Participants are neutral about online advertising raising trust.
- Participants agree that special offers raise interest.
- Participants agree that Online Advertising is More Effective than other media.
- Participants agree that Online Advertising increases Memorability.
- Participants agree that Online Advertising increases Popularity.
- Participants strongly agree that Online Advertising increases Profitability.
- Participants agree that Popular Content creates positive feeling on Consumers.
- Participants are neutral about their preference in being exposed to adverts either Online or Offline.

3.4.2 The Correlation Between Variables

In order for us to better understand the correlations that exist between one's Perception of Digital Marketing & Consumer Behaviour in General one's one's Perception of Digital Marketing & Consumer Behaviour Individually and one's Affection by Digital Marketing by AB Vassilopoulos three categories were developed, and each one of this categories was represented by a variable (CATB ,CATC, CATD). Further Statistic Analysis (RQ1) shows there is a series of correlations between the main three variables that were created from each category of interest. The results produced were formed as:

i. CATD - CATC

Here we are about to investigate the Correlation of Score of Individual Information on AB Vassilopoulos & Decision Making (CATD) and the Score of Individual Information on Digital Advertising & Decision Making Results (CATC).

There is a high correlation between these two variables that on a scale from -1 to 1 scores 0.701. Note that the closer the value is to 1 the bigger the correlation and vice versa. Therefore we can understand that individuals who tend to have a positive behaviour towards Online Advertising would be positively affected in the purchasing of consumer products if exposed to online adverts of the company AB Vassilopoulos.

ii. CATB - CATC

Here we are about to investigate the Correlation of Score of General Perception of Digital Advertising & Consumer Behaviour (CATB) and the Score of Individual Information on Digital Advertising & Decision Making Results (CATC).

There is a high correlation between these two variables that on a scale from -1 to 1 scores 0.692. Note that the closer the value is to 1 the bigger the correlation and vice versa. Therefore we can understand that individuals who tend to have a positive perception of Online Advertising in General would be affected in forming a positive individual perception about Online Advertising and their decision making would be affected

iii. CATC - CATD

Here we are about to investigate the Correlation of Score of Individual Information on AB Vassilopoulos & Decision Making (CATD) and the Score of Individual Information on Digital Advertising & Decision Making Results (CATC).

There is an average correlation between these two variables that on a scale from -1 to 1 scores 0.597. Although that is the lowest of correlations recorded it can still be considered important. Note that the closer the value is to 1 the bigger the correlation and vice versa. Therefore we can understand that individuals who tend to have a positive perception of Online Advertising in General would at some point be affected in forming a positive individual perception about consumer products of AB Vassilopoulos if they were to be exposed to such an online advert.

Finally we can conclude that there is a correlation between all three variables but it differs from pair to pair. The assumption we can make here is that if these three variables were to be considered as attached objects, enhancing one would importantly affect the next and it would moderately affect the one after that an so on. In simple words if one was to enhance someones perception of Online Advertising in General, his Individual Perception of Digital Advertising would be importantly affected and his Behaviour Towards an AB Vassilopoulos Online Advert would be moderately affected.

3.4.3 The Affection of Demographics on the Variables

The conclusions that occur in this section derive from the statistical analysis that was made using the three statistic tests T-Test, One-Way ANOVA & Kruskal-Wallis. By analysing and comparing the results of each category we came to the conclusion that there are various correlations among them. These correlations are formed accordingly.

i. Gender - CATB

In order to analyse the relationship between Gender & the Perception of Consumers on Digital Marketing & Consumer Behaviour (CATB) we used the parametric T-Test. As we previously said the T-test is a hypothesis testing tool which allows the testing of an assumption applicable to a population.

Therefore we come to the conclusion that there is a strong relationship between Gender & the Perception of Consumers on Digital Marketing & Consumer Behaviour. More specifically although both genders have a positive attitude towards CATB (since all scores are above 3.8 while the scale is from 1-5, where 1 means very negative attitude and 5 means very positive attitude), Females tend to have a more positive attitude about CATB than males.

ii. Gender - CATC

In order to analyse the relationship between Gender & the Individual Perception of Consumers on Digital Marketing & Decision Making (CATC) we used the parametric T-Test. As we previously said the T-test is a hypothesis testing tool which allows the testing of an assumption applicable to a population.

Therefore we come to the conclusion that there is a strong relationship between Gender & the Individual Perception of Consumers on Digital Marketing & Decision Making. More specifically although both genders have a neutral towards positive attitude about CATC (since all scores are above 3.4 while the scale is from 1-5, where 1 means very negative attitude and 5 means very positive attitude), Females tend to have a more positive attitude about CATC than males.

iii. Gender - CATD

In order to analyse the relationship between Gender & the Individual Information on AB Vassilopoulos & Decision Making when exposed to Online Adverts (CATD) we used the parametric T-Test. As we previously said the T-test is a hypothesis testing tool which allows the testing of an assumption applicable to a population.

Therefore we come to the conclusion that there is a strong relationship between Gender & Individual Perception on AB Vassilopoulos & Decision Making when exposed ton Online Adverts. More specifically although both genders have a neutral towards positive attitude about CATD (since all scores are above 3.3 while the scale is from 1-5, where 1 means very negative attitude and 5 means very positive attitude), Females tend to have a more positive attitude about CATD than males once Again.

iv. Gender - CATB - CATC - CATD

Finally when it comes to understanding how much affection Gender has on these three variables our research us helps us conclude that:

• Both genders have a positive attitude towards all three situations, but starting from General moving to Individual and moving to Actually purchasing the tendency drops.

• Females are affected more than males in all three situations. Therefore we can understand that there is a bigger impact of Digital Advertising on the Affection Consumer Behaviour & Decision Making in General, Individually and when it has to do about the Company AB Vassilopoulos on females than there is on males.

• Increasing the positive attitude between Gender and the Perception of Digital Marketing & Consumer Behaviour can lead to increasing the positive attitude of Individual Perception of Digital Marketing & Decision Making and this can lead to increasing the positive attitude of Perception of AB Vassilopoulos Online Advertising, and might convert to purchasing.

v. Age - CATB

In order to analyse the relationship between Age & the Perception of Consumers on Digital Marketing & Decision Making (CATB) we used the non-parametric One-Way ANOVA & Kruskal-Wallis tests. As we previously said these tests indicate whether data sets originate from the same distribution. Moreover these tests identify which data set significantly dominates over another and this could also be useful for analysing our results.

Therefore we come to the conclusion that there is a strong relationship between Age & the Perception of Consumers about Digital Marketing & Consumer Behaviour. All age groups seem to have a positive attitude towards CATB (since all scores are above 3.8 while the scale is from 1-5,

where 1 means very negative attitude and 5 means very positive attitude). Specifically from positive to negative tendency the age groups form as shown here: 25-34, 35-44, 18-24, 55-64, 45-54, 65+.

vi. Age - CATC

In order to analyse the relationship between Gender & the Individual Perception of Consumers on Digital Marketing & Decision Making (CATC) we used the non-parametric One-Way ANOVA & Kruskal-Wallis tests. As we previously said these tests indicate whether data sets originate from the same distribution. Moreover these tests identify which data set significantly dominates over another and this could also be useful for analysing our results.

Therefore we come to the conclusion that there is a strong relationship between Age & the Individual Perception of Consumers about Digital Marketing & Consumer Behaviour. All age groups seem to have a neutral tending positive attitude towards CATC (since all scores are above 3.4 while the scale is from 1-5, where 1 means very negative attitude and 5 means very positive attitude). Specifically from positive to negative tendency the age groups form as shown here: 18-24, 25-34, 55-64, 35-44, 45-54, 65+.

vii. Age - CATD

In order to analyse the relationship between Gender & Individual Perception on AB Vassilopoulos & Decision Making when exposed ton Online Adverts (CATD) we used the non-parametric One-Way ANOVA & Kruskal-Wallis tests. As we previously said these tests indicate whether data sets originate from the same distribution. Moreover these tests identify which data set significantly dominates over another and this could also be useful for analysing our results.

Therefore we come to the conclusion that there is a strong relationship between Age & Individual Perception on AB Vassilopoulos & Decision Making when exposed ton Online Adverts. All age groups seem to have a neutral tending positive attitude towards CATD (since all scores are above 3.3 while the scale is from 1-5, where 1 means very negative attitude and 5 means very positive attitude). Specifically from positive to negative tendency the age groups form as shown here: 55-64, 65+, 25-34, 35-44, 18-24, 45-54.

viii. Age - CATB - CATC - CATD

Finally when it comes to understanding how much affection Age has on these three variables our research us helps us conclude that:

- There is a strong affection between Age and all three variables.
- All Age Groups have a positive attitude towards all three situations.

• The 55-64 age group seems to be more affected by Online Advertising to purchase from AB Vassilopoulos.

• The 18-24 & 45-54 age groups seem to be less affected by Online Advertising to purchase from AB Vassilopoulos.

• Probably the reason why older ages are more affected is because AB Vassilopoulos is a kind of company that interests them more in General as well in comparison with young people who are not that interested in grocery shopping.

ix. Education Level - CATB

In order to analyse the relationship between Education Level & the Perception of Consumers on Digital Marketing & Decision Making (CATB) we used the non-parametric One-Way ANOVA & Kruskal-Wallis tests. As we previously said these tests indicate whether data sets originate from the same distribution. Moreover these tests identify which data set significantly dominates over another and this could also be useful for analysing our results.

Therefore we come to the conclusion that there is a strong relationship between Education Level & the Perception of Consumers about Digital Marketing & Consumer Behaviour. All education levels seem to have a positive attitude towards CATB (since all scores are above 3.8 while the scale is from 1-5, where 1 means very negative attitude and 5 means very positive attitude). Specifically from positive to negative tendency the education levels form as shown here: High School, MSc, Other, BSc, PHD

x. Education Level - CATC

In order to analyse the relationship between Education Level & the Individual Perception of Consumers on Digital Marketing & Decision Making (CATC) we used the non-parametric One-Way ANOVA & Kruskal-Wallis tests. As we previously said these tests indicate whether data sets originate from the same distribution. Moreover these tests identify which data set significantly dominates over another and this could also be useful for analysing our results.

Therefore we come to the conclusion that there is a strong relationship between Education Level & the Perception of Consumers about Digital Marketing & Consumer Behaviour. All education levels seem to have a neutral tending positive attitude towards CATC (since all scores are above 3.4 while the scale is from 1-5, where 1 means very negative attitude and 5 means very positive attitude). Specifically from positive to negative tendency the education levels form as shown here: Other, MSc, BSc, PHD, High School.

xi. Education Level - CATD

In order to analyse the relationship between Education Level & Individual Perception on AB Vassilopoulos & Decision Making when exposed ton Online Adverts (CATD) we used the non-parametric One-Way ANOVA & Kruskal-Wallis tests. As we previously said these tests indicate whether data sets originate from the same distribution. Moreover these tests identify which data set significantly dominates over another and this could also be useful for analysing our results.

Therefore we come to the conclusion that there is a strong relationship between Education Level & the Perception of Consumers about Digital Marketing & Consumer Behaviour. All education levels seem to have a neutral tending positive attitude towards CATD (since all scores are above 3.3 while the scale is from 1-5, where 1 means very negative attitude and 5 means very positive attitude). Specifically from positive to negative tendency the education levels form as shown here: Other, PHD, MSc, BSc, High School.

xii. Education Level - CATB - CATC - CATD

Finally when it comes to understanding how much affection Age has on these three variables our research us helps us conclude that:

- There is a strong affection between Education Level and all three variables.
- High School Graduates have a more positive Perception about Online Advertising & Cosumer Behaviour.
- The PHD group seems to be more affected by Online Advertising to purchase from AB Vassilopoulos.
- The High School & Bachelor's groups seem to be less affected by Online Advertising to purchase from AB Vassilopoulos.
- Probably the reason why the MSc and PHD group are more affected is because AB Vassilopoulos is a kind of company that interests them more in General as well in comparison with young people who are not that interested in grocery shopping.

3.4.4 Conclusions & Suggestions

Finally after analysing and interpreting all data we can come to some final conclusions that occur from this research, and we can make some suggestions for further research. The purpose of this research was to investigate the impact of digital advertising on the marketing of consumer goods for the company AB Vassilopoulos and the results justify that there is such an impact and it is quite important. Keeping in mind that all answers had a more positive tendency than neutral or negative we understand that consumers understand the importance of online advertising for

companies like AB Vassilopoulos and how it affects consumer behaviour in general. We can also agree that consumers understand the effectiveness of digital advertising on their own individual choices and the positive results that would be generated if they were to be exposed to digital adverts by AB Vassilopoulos. Therefore and according to the statistical analysis that was made we can accept that consumers who have a positive tendency towards digital advertising in general, also have a smaller but still positive tendency towards digital advertising individually and finally smaller but still positive towards AB Vassilopoulos. Additionally we can assume that enhancing their positive feeling about one of these three factors the others will also be enhanced. Moreover it is quite interesting how the demographics affect these factors. Surprisingly enough although females tend to be more affected than males the statistical difference between them is small enough that could easily change over time, also there are age groups and education levels that you wouldn't expect to react in such a positive way but they do. Analysing the impact of digital advertising on the marketing of consumer goods for a company like AB Vassilopoulos and consumer behaviour when it comes to facing online adverts can be interestingly hard. There are many factors that should be taken in notice and that means that more and more researches must be conducted in order to form a more clear image. In conclusion the outcome of this research is that consumers are smarter than ever as they are aware of digital advertising and it's effectiveness on their behaviour and decision making. This means that when exposed to such material they have many thoughts in the back of their minds an although these thoughts according to this research seem positive the real bet for modern companies is to enhance that positive feeling and build a strong relationship with their customers. We are moving from a time of pervasive marketing to a time of permissive marketing. Customers know companies are there, customers now they are targeted daily, customers know they are being chased around, but they want to set some boundaries. The true opportunity right now for companies like AB Vassilopoulos is to gain customers permission in order to expose them to content and material, and once the door is open they must take advantage of it in the best way they can, and that means by focusing more on quality than quantity. In simple words companies should stop thinking B2B & B2C and start thinking H2H (Human to Human) generating personalised content that is interesting for groups, and subgroups or even individuals and not generating massive volumes of content that are generic and aim to affect many people at once if they want to achieve a true impact on the marketing of their products.

Suggestions for Further Research:

- The Impact of Sales & Offers on Consumer Behaviour
- Effectiveness of B2B, Effectiveness of B2C & Effectiveness of H2H
- Factors that affect Decision Making when exposed to Online Adverts
- Optimise Positive Attitude targeting, or Target Negative Attitude Better?

4. Appendix

In this section you can find all charts and tables used in this paper and where to find them.

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